AUGUST 22, 1960

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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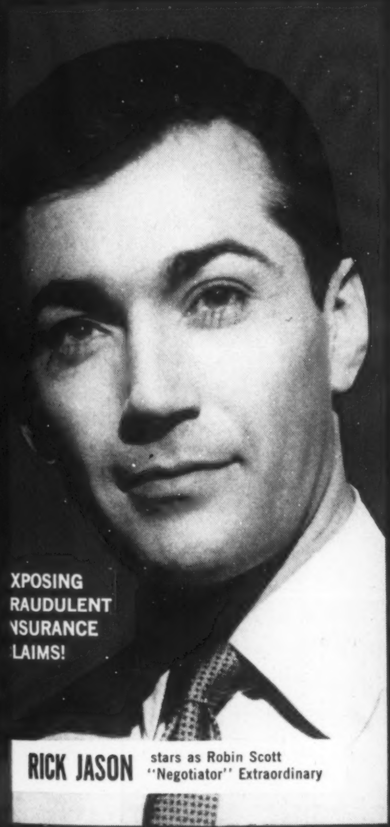


RICK JASON stars as Robin Scott "Negotiator" Extraordinary

ACT NOW!
Your Best Buy
for Programming
Success!

WITH JEAN BLAKE AS PHYLLIS
Robin's Girl . . . and WHAT A GIRL!

"The Case of the DANGEROUS ROBIN"

A **MODERN** SERIES FOR EFFECTIVE **MODERN** PROGRAMMING!

ALREADY BOUGHT BY:
BROWN & WILLIAMSON in 23 markets, PET MILK in 7 markets, JOHN LABATT BEER in 3 markets, LINCOLN INCOME LIFE INSURANCE in 2 markets, CARLING'S ALE, MAX FACTOR, TREND HOUSE FURNITURE, O. K. VAN & STORAGE, MUTUAL FEDERAL SAVINGS & LOAN, ORTLIEB'S BEER and others.

STATIONS: KNXT Los Angeles, WBAL-TV Baltimore, WABC-TV New York, WTVJ Miami, KDKA-TV Pittsburgh, WBAP-TV Fort Worth, WTMJ-TV Milwaukee, KRON-TV San Francisco, WBZ-TV Boston, WKRC-TV Cincinnati, KVAR Phoenix, KPRC-TV Houston, WWJ-TV Detroit, WKY-TV Oklahoma City, WKBW-TV Buffalo, WKRG-TV Mobile, WJAR-TV Providence, WJXT Jacksonville, WDSU-TV New Orleans, WMT-TV Cedar Rapids, KRNT-TV Des Moines, WRC-TV Washington, and many more.

Every week . . .
COLORFUL PLACES! FASCINATING PEOPLE!

ZIV
United Artists INC

The New Power
In TV Programs . . .

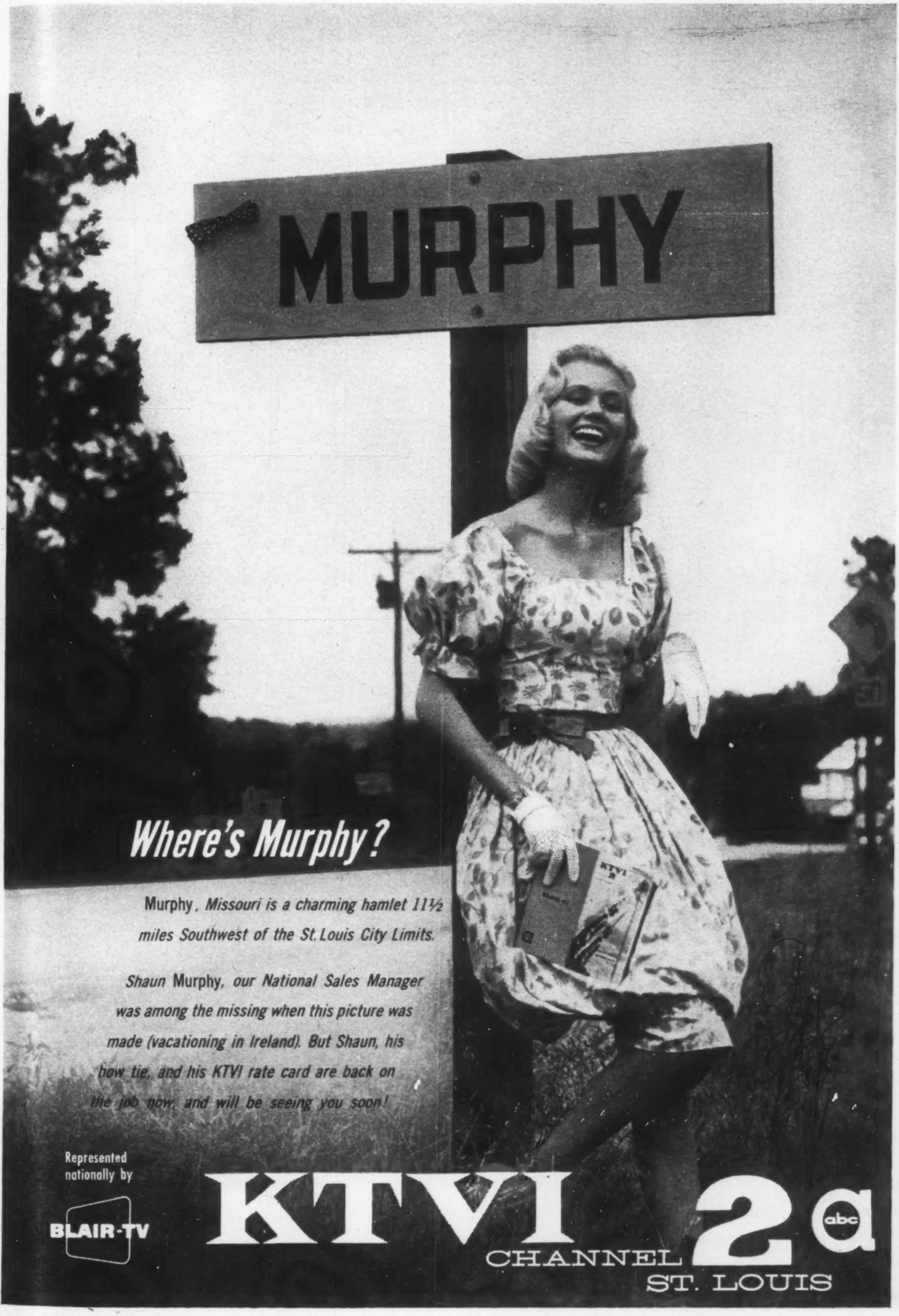
Ziv-United Artists, Inc.
488 Madison Avenue
New York 22, N.Y.

WOKY "Sky Watch's" Milwaukee traffic and news happenings every day — the newest exclusive in its carefully developed program of public service. Milwaukee looks to **WOKY** for leadership — and gets it — in news coverage and community service. WOKY is pronounced "waukee" and means Milwaukee. Blair has all the facts and figures.

WOKY is the pioneer of Bartell Family Radio, soon in its fifteenth year.

BARTELL BROADCASTING CORPORATION
444 MADISON AVENUE, NEW YORK 22, NEW YORK

WADO	New York
WOKY	Milwaukee
WAKE	Atlanta
WYDE	Birmingham
KYA	San Francisc
KCBQ	San Diego
TeleHaiti	
TeleCuracao	
TelAruba	



Where's Murphy?

Murphy, *Missouri is a charming hamlet 11½ miles Southwest of the St. Louis City Limits.*

Shaun Murphy, *our National Sales Manager was among the missing when this picture was made (vacationing in Ireland). But Shaun, his bow tie, and his KTVI rate card are back on the job now, and will be seeing you soon!*

Represented nationally by

BLAIR-TV

KTVI
CHANNEL **2** abc
ST. LOUIS

YOUR BEST BUY . . .

in the Dallas-Ft. Worth Market is Channel FOUR

KRLD-TV's net weekly circulation of 578,100* TV Homes sends your message into 38,800 more homes than station B, 62,300 more than station C and 226,700 more than station D.

You SELL more when you REACH more with Channel FOUR

*ARB, June 1960

KRLD-TV represented nationally by the Branham Company

THE DALLAS TIMES HERALD STATIONS CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Peddling issue ■ Do Kennedy forces mean to make campaign issue of influence peddling in federal government, including FCC? Could be, because Robert F. Kennedy, presidential nominee's younger brother and campaign chief, has been personally examining records of House Legislative Oversight Committee. It's learned he has made several visits to committee and has worked with its staff investigators on matters which fall within purview of its wide-ranging investigations.

Obvious target, it's assumed, is GOP presidential nominee Nixon. Kennedy forces hope to ferret out clues as to possible pressure used personally by Vice President or his staff in conflict of interest cases, not excluding ex-parte *aspects in two dozen tv cases examined by committee, not all of which were brought into open hearing. Other than incident of several years ago in Fresno tv case involving Murray Chotiner, west coast attorney and former close political advisor to Mr. Nixon, there have been no revelations or even rumors regarding Nixon-connected action in broadcast matters.*

NAB's search ■ NAB committee to select new president to succeed late Harold E. Fellows tentatively plans meeting in Washington about Sept 19—to run several days if necessary. Committee, headed by Howard Lane, KOIN-AM-FM-TV Portland, Ore., has under consideration several prospects—all important personages in public life. Eight-man committee has been screening prospects since shortly after death last March 8 of Mr. Fellows.

Likelihood is that selection committee will settle on two or three names next month. Presumably it will then be up to NAB policy committee, sitting as regency, to enter final negotiations. There's no time-table although policy committee would like to be relieved of task promptly. Predominant view has been that selection probably would not be made until after November elections, although committee insists this is not necessarily so. Policy committee is comprised of Clair R. McCollough, Steinman stations, Lancaster, Pa., chairman; G. Richard Shafto, WIS-AM-TV Columbia, S.C., and Merrill Lindsay, WSOY-AM-FM Decatur, Ill.

Editorializing next? ■ Is editorializing next on agenda of Chairman Oren Harris' House Oversight Committee? In Q & A session at meeting of Arkansas Broadcasters Assn. in Little Rock last week, Mr. Harris predicted that "editorializing by stations is going to become an issue." He posed question whether person using natural resource belonging to public can "as a matter of policy use that resource for editorializing." Fact that both courts and FCC have held editorializing appropriate, with only fairness as yardstick, was not mentioned.

Study in contrasts ■ Broadcasters can't help wondering what constitutes news. They cite current Chrysler situation wherein company officials are charged with gross mismanagement through "featherbedding, payola and nepotism," with one fired officer required to return $450,000 he received from interest in vending company. These events, says one broadcaster, "hardly made the headlines," and haven't bestirred single syndicated columnist or evoked editorial comment or cover stories in any newsmagazine. This in contrast to what happened with quiz-rigging and broadcast payola.

Latin fete ■ When Continental Broadcasting Day is observed in Latin America Oct. 4, U.S. government will participate through formal comments by President Eisenhower attesting essentiality of freedom of communications if democracy is to be preserved. Implicit in comments will be jab at Fidel Castro's dictatorship, which has commandeered all Cuban private broadcasting along with newspapers not identified with his revolutionary government. Heads of all Pan-American nations whose broadcast interests are affiliated with Inter-American Assn. of Broadcasters, are also expected to participate. Herbert E. Evans, president of Peoples Broadcasting Corp., is U.S. representative (through NAB's designation) on IAAB. Raul Fontaina, Montevideo broadcaster, is president.

Coffee break ■ Spot tv's latest "success" advertiser will break its first seminational campaign in mid-September with $300,000 eight-week campaign in top 10 markets including New York. Advertiser is National Federation of Coffee Growers of Colombia, via Doyle Dane Bernbach, New York, which only last spring was debating whether its one-city tv test campaign (New York only) should be extended (BROADCASTING, April 25). That die is cast appears sure: After Jan. 1 advertiser will start $1 million spot tv campaign with 34-week drive in same 10 markets, using 5-1 ratio in favor of minutes to chainbreaks. Campaign as used in New York didn't sell coffee brand but idea that better-quality coffee brands use Colombian coffee "predominantly."

3M's cartridge ■ Is Minnesota Mining & Mfg. Co. planning to enter industrial tape cartridge recording field as well as home consumer end through its newly-acquired Revere Camera Co.? While 3M spokesmen discount reports, prospect was not entirely ruled out. It's conceivable that once it gets into home recorder market (sometime in 1961), it may look into potential which, if it materialized, would put 3M in competition with other cartridge systems now in use by many radio stations. (Note: 3M owns MBS which, though stations are only affiliates, could provide heavy potential in itself.)

Trouble ahead ■ Not everybody on Senate Watchdog Committee is happy with FCC's two sets of queries to stations—earlier one asking advance plans and policies on political broadcasting and second batch covering same ground plus report on time given and sold in Sept. 1-Nov. 8 period, to be answered after election. Complaint is queries don't pin station down to flat yes or no. Subcommittee will be watching for network misstep in handling presidential campaign and for one-sided handling of political broadcasts.

Active vs passive? ■ Although government and Bell Telephone scientists are tremendously impressed with results of Echo I, balloon in orbit for bouncing radio signals long distances, they privately agree active satellite probably is best answer to transoceanic and transcontinental communications—including tv. This has always been military's viewpoint. Reason is that with transmitters and receivers in space, amount of power on earth need not be great and size of receiving antennas is within reason.

Counting down ■ Indignant squawks from number of central city officials, claiming U.S. Census is giving them smaller population than they claim, show signs of subsiding following official re-checks of April decennial tally. In one central city cooperative recount by census and municipal authorities turned up just four more people. Census officials say some mayors were extremely reluctant to accept evidence of shrinking central-city population caused by migration to suburban areas.

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Market? . . . Nation's Fifth

Competition? . . . Healthy, 4 Stations

Consistent Leader? . . .

WJBK-TV

a **STORER** station

Detroit is known in the industry as a "healthy" television market. Nobody, but nobody, rolls over and plays dead. Competition is intense, but clean, in this four-station market of 1,900,000 TV homes. We're proud to be a part of this dynamic competitive television market, and have a healthy respect for all our competitors. That's why we're prouder still that, month after month, both Nielsen and ARB show Channel 2 the consistent audience leader. (For example: First place in over-all share of audience every ARB in 1960. Nielsen tells the same story.)

2

DETROIT

NATIONAL REPRESENTATIVE: **THE KATZ AGENCY**

WEEK IN BRIEF

MR. MATTHEWS

How can radio be sold more effectively? ▪ This vital question is asked in this week's MONDAY MEMO by Leo Burnett Co.'s vice president in charge of marketing services, L.S. Matthews. He's concerned that radio is on the brink of becoming just a reminder medium and he thinks radio has too many other good qualities to allow this to happen. Mr. Matthews also is disturbed about selling by "box-car" ratings alone. Radio rate practices? "An unholy mess," he finds. For the details from this Chicago agency executive about these issues, turn to page **14.**

Serials: end of an era ▪ Biggest gold mine network radio ever had is scheduled to close down in November. History of daytime serials, alias "soaps," alias "weepers," which in their heyday accounted for a third or more of network income, is reviewed and the part they played with audiences and advertisers is examined. Page **27.**

After the serials . . . ▪ In cutting out daytime dramas and expanding news coverage, CBS Radio says it's heading in network radio's "new direction." Details of proposed changes and how the expanded news service will be sold are spelled out by President Arthur Hull Hayes. Page **28.**

Blame-fixing ▪ Advertising Federation of America goes along with Better Business Bureau ideas to define advertiser and media responsibilities in vigilance and taste. BBB Assn. also moves to channel poor-taste complaints to national and local business groups. Page **34.**

Proctor's tv path ▪ Electrical appliance firm moves in sales as it leaps in six years from one tv station in single major market to 40 top markets via spot and now 100 major markets through network. Page **44.**

Industry patsies ▪ Broadcasters have allowed development of public image of mediocrity, Syracuse U. seminar was told last week. Theory that public owns the airwaves is described as having dubious authenticity. Page **50.**

Sponsorship ▪ Rep. Harris has asked the networks whether they plan to accept commercial sponsorship of "Great Debates" or other presentations of presidential candidates. House prepares to act today on Sec. 315 suspension. Page **58.**

Payola recipients fingered ▪ Names of two Washington disc jockeys and Baltimore announcer disclosed in payola proceeding before Federal Trade Commission examiner. All deny pay-offs, as does Washington music distributor. Page **62.**

School for politicians ▪ ABC-TV network and affiliates instructing candidates in techniques of broadcast appearances. Congressional pair take lessons at WMAL-TV Washington. Page **63.**

ICTV seen in two years ▪ Bell Telephone Lab. scientist sees intercontinental tv in two years—via either passive balloon satellite or active relay space station. Meanwhile, Echo I whirls in 1,000-mile orbit bouncing radio voice and teletype signals from coast to coast. Military's Courier I-A was blown up Aug. 18 when rocket exploded minutes after blastoff. Page **72.**

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E

Ed·u·
cate

(ĕd'ū-kāt) *v.*

1. to develop,
train and discipline
2. *e.g.* **wmca**'s
yearly campaign
encouraging young
people to return
to school.

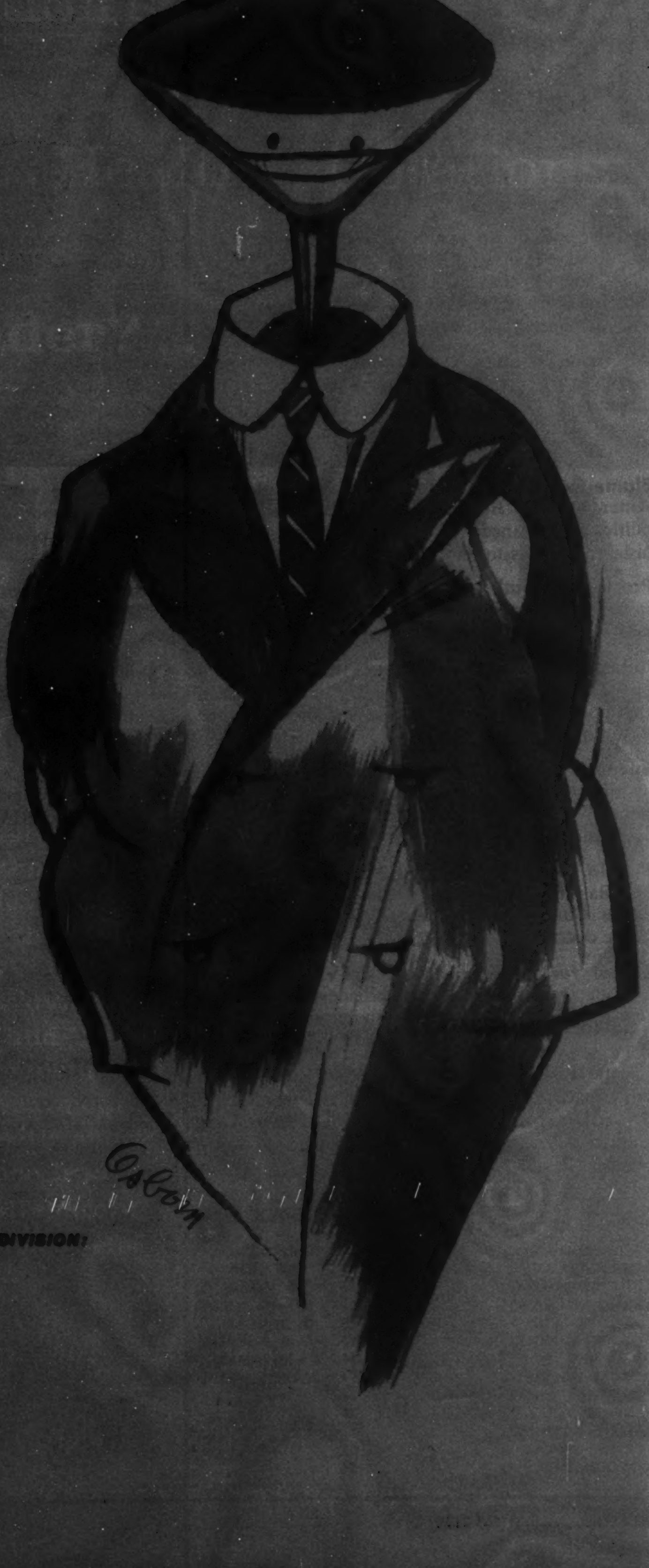
THE STRAUS BROADCASTING GROUP

wmca
NEW YORK AM Radio Sales
wbny
BUFFALO ▪ Jack Masla & Co., Inc.
rpi
RADIO PRESS INTERNATIONAL

CAPITAL TYPES # 8

THE FREE LOADER

Drinks to forget, but forgets what. Plenty metal. Brassy personality, nerves of steel and a cast iron constitution. First got sick on ice cream and candy at age three; has developed enormous tolerances since. Unselfish only in his touching devotion to WTOP Radio, the *important* station for reaching the 20-County Greater Washington area.



WTOP RADIO

Washington, D. C.

Represented by CBS Radio Spot Sales

Operated by

THE WASHINGTON POST BROADCAST DIVISION:

***WTOP RADIO**, Washington, D. C.*

***WTOP-TV**, Channel 9, Washington, D. C.*

***WJXT**, Channel 4, Jacksonville, Florida*

FIGHT FOR VHF CHANNELS LOST

OCDM, military refuse to yield more space

Efforts of broadcasting to secure additional vhf tv channels from space now reserved for government ended officially Friday (Aug. 19). FCC released letter from Office of Civil & Defense Mobilization Director Leo A. Hoegh turning down two separate commission proposals as (1) being too expensive (over $5 billion) and (2) weakening to "an unacceptable degree" national defense.

Failure of negotiations, underway officially two years, was foreseen five months ago when FCC Chairman Frederick W. Ford gave pessimistic report to Senate Commerce Committee (BROADCASTING, April 11). Commission had proposed to government swap of unused uhf tv spectrum for military space in vhf band (222 to 450 mc).

Commission had offered as alternate proposals either 30 or 50 vhf channels. Both had been under active consideration.

In Friday letter, Mr. Hoegh said it is position of Dept. of Defense and OCDM that "neither of the commission's plans could be implemented without weakening to an unacceptable degree our ability to maintain our national defense and security." He said that space wanted by FCC would involve dislocation of primary tactical communication band which is relied upon heavily by military forces of U.S., NATO and SEATO. This would be "unacceptable in today's international climate," he said.

Also Mr. Hoegh told FCC neither of agency's plans could be implemented without major research and development which would require curtailment of current defense and space programs.

As clincher, OCDM chief said it would cost in excess of $5 billion to put into effect either of commission's plans.

With military bowing out of picture in FCC efforts to solve allocations dilemma, planned $2 million uhf experiment in New York takes on additional significance. Commission now must find wherewithal for more tv stations within present allocations, one official said last week.

Talk of obtaining more space from military began 26 months ago when Commissioner T.A.M. Craven proposed tv system utilizing 25 contiguous vhf channels. Earnest efforts began months later when Senate Commerce Committee issued ultimatum to FCC to begin serious negotiation with government (BROADCASTING, July 7, 1958).

Lurking in background was fear that military itself, was planning grab of present commercial tv vhf space and several resolutions were introduced in Congress calling for investigation of use military was making of its presently allocated space. Commissioner Ford, who handled FCC end of negotiations, raised hopes of broadcasters at 1959 NAB convention with optimistic report (BROADCASTING, March 23, 1959).

Words then began to appear along lines of eventual outcome with chairman's letter last April and May statement by Admiral Arleigh Burke that exchange would be harmful to national defense (BROADCASTING, May 30).

Debate sponsorship faces controversy

Whether "Great Debates" between John F. Kennedy and Richard M. Nixon will be simulcast on all tv and radio networks under commercial sponsorship appeared Friday to hinge on what positions candidates themselves take.

But networks reserved right to decide themselves whether they'll accept sponsorship of other, non-debate appearances by major party presidential-vice presidential candidates on their facilities in answers to wire from Rep. Oren Harris (D-Ark.) sent previous day (see page 58).

Networks' stand came despite indications there may be move in House, when debate begins today (Mon.) on S J Res 207 to suspend equal time provisions applying to candidates for highest office, to put "safeguard" amendment in Senate-approved measure to make it apply only to candidates' appearances on unsponsored programs. ABC told Rep. Harris, chairman of House Commerce Committee who'll manage bill on floor, it has "no plans" to permit sponsorship of debates unless candidates "should expressly wish it."

CBS didn't make public its reply, but there were indications it will reserve right to accept sponsorship on non-debate programs. CBS already has said it won't accept sponsorship for debate series (BROADCASTING, Aug. 8).

NBC also declined to tell nature of its reply, but its position in past has been that it will carry debates whether sponsorship is permitted or not, although it doesn't feel sponsorship alone takes programs out of public service class.

Mutual said it would tell Mr. Harris it has no intention of offering debates for sponsorship.

Committee reports payola measure

There's possibility Senate will consider amended payola bill (S 1898) early this week following Senate Commerce Committee report of measure to floor. It's privileged legislation but some bills outrank it.

Amended bill kills license suspensions put in by House, holding they could deprive public of service. Committee also noted FCC has other sanctions at hand, including cease and desist orders on which FCC has made no showing of unworkability.

Committee modified forfeitures provision to permit use only for "willful or repeated" failure to operate as set forth in license rather than "negligent or intentional" as approved by House. Report said House term introduces "entirely new concept" for determining licensee responsibility and gives FCC unlimited power, whereas "willful or re-

Post-'48 sale

National Telefilm Assoc., New York, has acquired 27 post-'48 feature films and 54 pre-'48 features from 20th Century-Fox Corp. for sum in excess of $4 million, it was announced jointly Aug. 19 by Spyros Skouras, Fox president, and Oliver A. Unger, NTA president. It had been known in industry circles that NTA had obtained post-'48 features, but details of transaction were not known. Reports persisted Friday that NTA was about to sign pact to lease 40 post-'48 films, including 27 Fox features, to three stations owned by CBS-TV, but spokesman for NTA insisted "no sale has been made as yet" (see earlier story, page 69).

AT DEADLINE CONTINUED

peated" has fixed, court-interpreted meaning.

Senate unit said one-year statute of limitations on forfeitures is being added so broadcaster can't be punished for "stale" violation. Senators also set maximum penalty at $10,000 and said that while law won't limit number of actions FCC can bring against licensee, it expects forfeiture provision to be "reasonably administered."

Rep. Sisk proposes Fresno vhf plan

Charging that FCC action making Fresno, Calif., all uhf market ". . . appears concerned only with commercial aspects of tv . . ." Rep. B. F. Sisk (D-Calif.) has proposed own plan for making Fresno-Bakersfield area all vhf.

In letter to FCC released Friday (Aug. 19), Rep. Sisk said commission, in deleting ch. 12 from Fresno (BROADCASTING, July 11), "clearly lost sight of its primary responsibility. . . . I am sorry that the commission has apparently adopted both the attitude and the jargon of tv advertisers in carrying out its responsibility to the public."

Congressman said he was speaking for one million tv viewers in San Joaquin Valley and that 99% are vigorously in favor of vhf. "I am of the opinion an action forcing uhf on them would be completely arbitrary, capricious and beyond the bounds of reason," Rep. Sisk said. He explained that he is in complete agreement with FCC plan to deintermix Bakersfield and Fresno but that wrong type of service is planned.

Rep. Sisk proposed that San Joaquin Valley be made all vhf with following channel assignments: Fresno—chs. 2, 4, 7 (educational) and 12 (presently assigned); Bakersfield—6, 8, and 10 (presently assigned); San Luis Obispo—chs. 5 and 13. He said these assignments could be accomplished through reduced mileage separations "which would not be great."

Merger takes Grant into New England

Grant Adv., N.Y., has moved into New England, merging with Chambers, Wiswell, Shattuck, Clifford & McMillan, 40-year-old Boston firm. Merger under Grant name brings $6 million more annual billings to Grant for estimated world total of $100 million, effective next month.

Chambers, Wiswell just last month absorbed Moore & Co. Adv. of Stamford, Conn., and Kenneth A. Young Assoc., Boston. J. Nelson Clifford, executive vice president of Chambers, Wiswell, becomes executive vice president in charge of New England operation for Grant, which retains Chambers, Wiswell offices. Kenneth A. Young, former president of merged firm bearing his name, will be senior vice president, technical marketing.

NLRB grants AFTRA plea to withdraw

Petition by American Federation of Television & Radio Artists to withdraw its request to be certified as sole union representing talent in field of live, filmed and taped tv commercials was granted Aug. 19 by National Labor Relations Board. Grant was made "with prejudice to filing a new petition within six months unless good cause is shown."

In Aug. 4 telegram to NLRB, AFTRA asked to withdraw its petition, saying union and Screen Actors Guild "have agreed that they will jointly negotiate and administer" in tv commercial field. AFTRA argued issues have become moot and academic (see AFTRA convention story, BROADCASTING, July 25).

CBS, ABC and NBC in responses to petition said they had no objection to grant but added they were making commitment with respect to bargaining procedures. Original AFTRA petition had been filed in 1958, naming BBDO, et al, as employers. American Assn. of Advertising Agencies said it was improperly named as party in case but had no objection to AFTRA request. NLRB action does not pass on merits of representation claims made made by AFTRA.

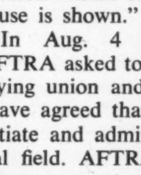
CBS Radio earns half-year profit

CBS Radio showed profit again for first half of 1960, making it nine months in row in black, and has hopes—but makes no predictions—that third quarter will run this string to 12 straight months for first time since 1951. That was report Friday by Arthur Hull Hayes, CBS Radio president, at news conference on network's proposed expansion of news and curtailment of entertainment programs under what he terms "modified Program Consolidation Plan" (see page 28).

Conceivably, he said, changes in national economy could turn second half of 1960 into unprofitable one, though fourth quarter is traditionally strong in radio business. On whole, he said "The future looks good—but I won't prophesy."

Seeing trend toward more informational and fewer entertainment programs in network radio, he thought "offhand" that "top-flight" personality programs—like Arthur Godfrey and others which CBS Radio is retaining—could continue to hold their own in radio's future, but he said he was less sure about future of "second-rate" personalities.

WEEK'S HEADLINER


MR. CLIFFORD

John M. Clifford, NBC executive vp, administration, returns next month to RCA as staff vp, west coast personnel, working in Los Angeles office. Before joining NBC as personnel vp in 1953, Mr. Clifford was with RCA. He started on legal staff in 1943 and moved to personnel director of RCA Victor Div. He practiced law in California and Washington, D. C., was oil and gas division chief, Securities & Exchange Commission and California land commissioner before joining RCA. Following Mr. Clifford's shift to parent organization, NBC has realigned division and department heads under President Robert E. Kintner and senior executive vp David C. Adams. Operating under Mr. Kintner: Lowell Jacobsen, vp, personnel; Aaron Rubin, vp and treasurer, and Alfred R. Stern, vp, NBC Enterprises, who also takes responsibility for California National Productions Inc. (Mr. Clifford was chairman of program subsidiary.) Thomas E. Ervin, vp and general attorney, reports to Mr. Adams. Robert L. Stone, vp, facilities operations, now takes post of vp, operations and engineering.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

Jefferson Standard Broadcasting Company

WBT

CHARLOTTE, NORTH CAROLINA

REPRESENTED NATIONALLY BY
CBS RADIO SPOT SALES

COLE

the *Plus* of personalities

AGRESTA

LEE

BEAN

MAYES

NEWCOMB

CURRY

PATTERSON

WARD

AUSTIN

McLEAN

STAMPER

WBT radio personalities have a total of 203 years experience in radio; 128 years on WBT. Their smooth, professional performance creates the kind of reaction you want - - among the people you want.

WBT *adds up!*

POWER + PERSONALITIES + PUBLIC SERVICE + CREATIVITY + ADULT ACCEPTANCE

NOW AVAILABLE.

JEFF'S COLLIE

©LASSIE PROGRAMS, INC. 1960

THE THIRD YEAR

The most watched dog in America available as your watch dog...offering you the best sales protection a sponsor can have!

JEFF'S COLLIE

WATCHED BY MORE VIEWERS

NEW YORK (Sat., 6:00 P.M. WPIX)
7 stations

JEFF'S COLLIE is seen by

1,699,100 VIEWERS

89.4% MORE than its closest competitor

KNOXVILLE (Thurs., 5:30 P.M. WATE-TV)
3 stations

JEFF'S COLLIE is seen by

153,495 VIEWERS

171% MORE than its closest competitor

ARB/Jan.-April, 1960

BITING OFF LARGEST SHARE

SAN FRANCISCO (Fri., 6:30 P.M. KTVU)
4 stations

JEFF'S COLLIE gets 40.2% share of audience

45% GREATER SHARE than its closest competitor

MIAMI (Sat., 9:30 A.M. WTVJ)
3 stations

JEFF'S COLLIE gets 63.6% share of audience

117% GREATER SHARE than its closest competitor

ARB/Jan.-April, 1960

RUNNING OFF WITH TOP RATINGS

PHOENIX (Wed., 5:30 P.M. KPHO-TV)
4 stations

JEFF'S COLLIE	**18.9** rating
Weather; Huntley-Brinkley	3.3
Phoenix Marquee	2.6
Roy Rogers	2.0

BAKERSFIELD (Thurs., 6:30 P.M. KERO-TV)
3 stations

JEFF'S COLLIE	**21.5** rating
Comedy Theater	9.4
Spencer Tracy	7.4

Source: ARB/Jan.-April, 1960

ALREADY SCHEDULED FOR THIRD YEAR OF "JEFF'S COLLIE": Of course, New York, Knoxville, San Francisco, Miami, Phoenix and Bakersfield, and also Seattle, Cincinnati, Albany, Reno and Kansas City, Honolulu, Albuquerque, Salt Lake City, Fort Wayne, Pueblo, Bismarck, South Bend, Lincoln, Portland, Ore., New Orleans and many other markets, big and small. All agree that JEFF'S COLLIE is their surest safeguard for increased profits in 1960-61! Wire or phone today to reserve JEFF'S COLLIE for your market.

I
T
C

**INDEPENDENT
TELEVISION
CORPORATION**

488 Madison Avenue • New York 22, N.Y. • PLaza 5-2100

MONDAY MEMO

from **L.S. MATTHEWS**, *vice president-marketing services, Leo Burnett Co., Chicago*

How can radio be sold more effectively?

How can radio's selling methods be improved? How can radio best sell itself as a medium and, individually, as stations?

First and foremost, individual stations, the Radio Advertising Bureau and the networks must sell radio as something more than a low-cost, background, advertising tonnage medium (and we as agencies must do likewise with our clients).

Individual stations must take a whole new stance—an assumptive stance which protects radio's position as a major medium—which sells hard on the variety of jobs radio can do and which gets away from the complete reliance on boxcar numbers. This doesn't mean they're ever going to get away from cost-per-thousand figures, or ratings, or other quantitative audience measurements.

As radio moved from an armchair medium to a more personal, mobile medium, advertisers' attitudes also changed. The heavy saturation campaign became the success story of radio. But as long as radio is sold to us only as a great mass medium where we can achieve high frequency of impact with relatively low reach at a low cost-per-thousand, it will be used only for products which require this combination of media values—and from a marketing viewpoint, this certainly narrows the field.

Expanding Potential ■ I believe that radio has an infinitely more useful purpose as an advertising medium.

We would like to see some success stories of radio advertisers using four, five, seven or ten spots per week instead of the saturation schedules so common today. We need proof to show our clients that you can still do a selling job in radio with a 1950-sized schedule.

In recent months, there seems to have been a significant trend away from the "mile-a-minute, breath-taking, sound-chamber, overcommercialized" approach used by some stations. This towncrier kind of radio has been giving way gradually to a more restrained approach which integrates a variety of music, both recorded and live, with news, public service and daily features of interest to the listening audience—all of which provides a more acceptable atmosphere for launching a product commercial, as well as a more attentive and productive audience.

We believe that a major reason for this has been a growing realization that it takes more than just numbers to sell products. In addition to a sound basic selling strategy, it requires the right audience for the product plus a compatible environment for delivery of the commercial message—one that lends authority and memorability to it.

Radio is dangerously close to becoming a reminder medium—a supplementary medium to be used only on top of print or television or for short-term promotional purposes. Individual stations absolutely cannot allow this to happen if they're genuinely interested in the future of radio.

Sell Positively ■ Sell radio for the jobs it does best, but acknowledge that it's not all things to all people. There are marketing and advertising jobs which every major medium does better than the others. Every medium has its strengths and weaknesses—its reason for being—or it wouldn't exist.

The major media associations, for the most part, would have you believe that their medium is the best answer to all advertising problems, in all markets, at all times. The claims are so extravagant in this area that we almost always have to issue a memo to our media trainees after every media association presentation, modifying and correcting what we think have been extravagant claims made for that medium.

Leonard S. Matthews started with Leo Burnett Co. 12 years ago as market research analyst. Before that he had been with A.C. Nielsen Co. At agency he later became media supervisor, account executive and account supervisor. In 1956 he was elected vp in charge of media, in 1957 he was elected to board of directors and in 1958 he was promoted to his present post. Mr. Matthews also is plans board member. He is Northwestern U. graduate in fields of advertising and marketing.

The RAB seems to have pursued a policy of reasonableness in this regard and has indicated its desire to coexist rather than dominate the media world. I would commend them on this moderate approach.

Rate Problem ■ There also should be something done about cleaning up the rate situation in radio. With few exceptions, you can't rely on a rate card any more. You never know if you're buying at the best rate for your client.

Even though you abhor the price squeezing, you've got to do a certain amount of it in the current radio market or find your client turning to another agency that promises him more for his money.

The whole rate situation is an unholy mess, complicated by local, regional and national rates indiscriminately applied, legitimate co-op deals mixed up with brokerage deals masquerading as co-op, and one-time-only, squeaky-wheel deals negotiated by traveling "consultants."

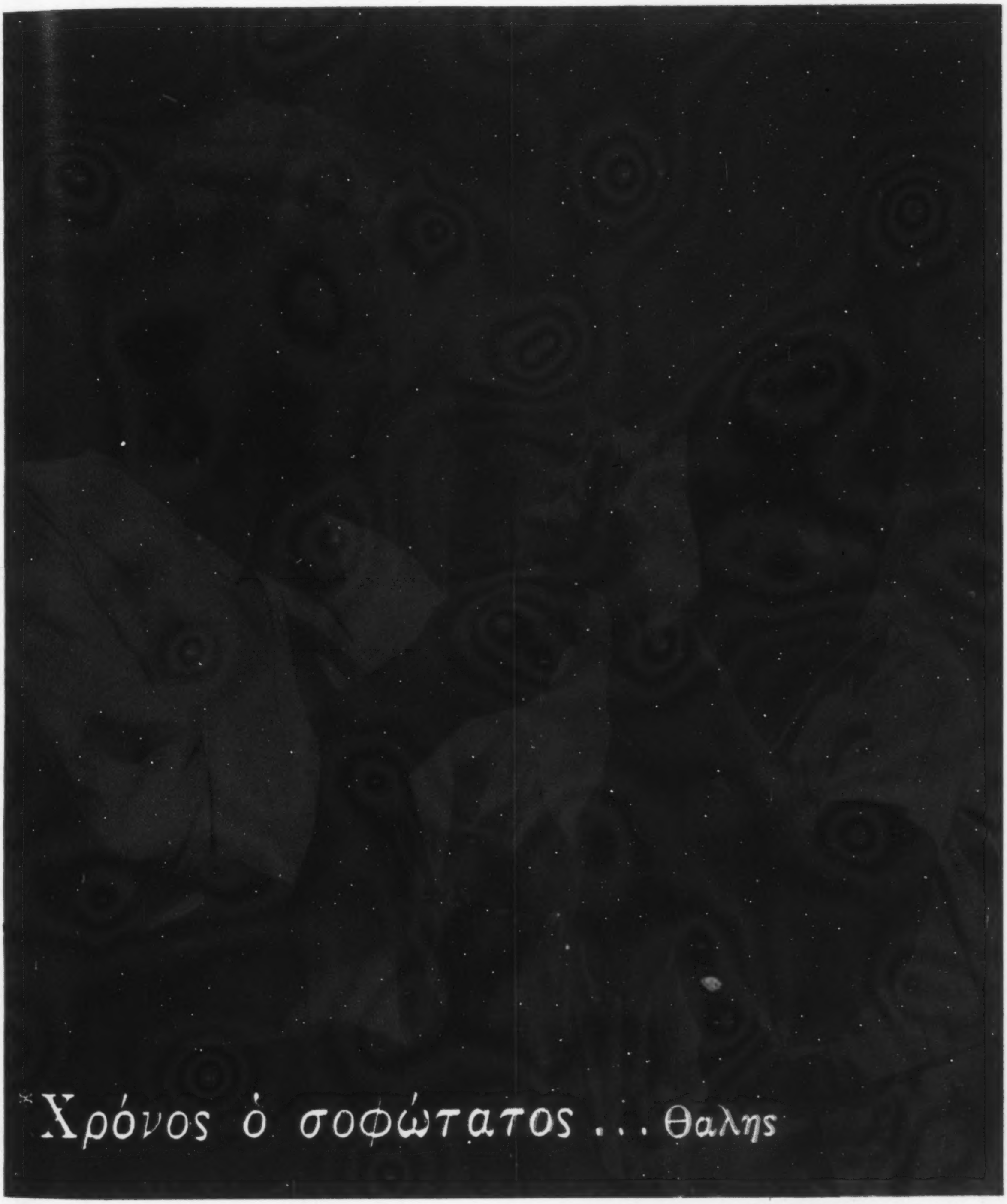
Legitimate co-op advertising is a part of our business and serves a useful purpose for certain advertisers. I'm not promoting it. But I'm not knocking it. However, we all know there's a growing volume of time brokerage going on under the guise of co-op.

Many of us would like to see a single rate standard for all advertisers. If this isn't possible, let's at least set some fair and rigid standards and apply them with justice for all, rather than giving the retail rate to many who have no right to such a rate.

Obviously, rate stability must come if radio is to adopt this quality stance.

We at Leo Burnett believe in radio as an important major part of the national media scene. We want to see it grow and prosper.

We won't promise to use more radio in 1960-61, because we're still going to take our clients' problems one by one and solve each one as well as people with our shaped heads know how. But we do promise to give radio thorough consideration in every situation where it makes marketing and media sense.



Few things resist the exposure of TIME. So, if EXPOSURE for your sales message is your certain goal, then it follows that the wisest use of TIME will accomplish your purpose more directly.

WBAL Television 11 in Baltimore provides you with a direct line of communication with the Maryland market and to the people you want to reach at the TIME you need to reach them. Our fine NBC and local programming, our excellent record of Public Service, our constant effort to integrate our station with the life of our community . . . assure you of a large and loyal audience at any TIME.

"The wisest thing is time . . ." so the philosopher says. In the Maryland Market, a WISE TIME BUY is WBAL Television 11.

NBC Affiliate/Channel 11/Associated with WBAL-AM & FM.

WBAL-TV BALTIMORE

Nationally represented by Edward Petry & Co., Inc.

*THE WISEST THING IS TIME . . . *Thales*

ADULTS OF ALL AGES* LISTEN TO WOC RADIO BECAUSE...

Traditionally, they have expected—and received—from WOC the area's most complete coverage of local, farm, sports and weather news . . . as well as NBC's excellent coverage and analysis of national and international headlines.

Traditionally, WOC has programmed for the family, providing entertainment and changing when change is desired. 1960 programming will feature music to all tastes.

Traditionally, WOC personalities have been the friendliest of people—known on the streets . . . welcome in the homes.

Traditionally, advertisers have used WOC to move merchandise from display to the home.

Adults from 18 to ? spend 95% of the nation's EBI

Facts, figures, data, statistics and other pertinent information are at the fingertips of your PGW Colonel. See him today.

WOC

PRESIDENT
Col. B. J. Palmer
VICE-PRES. & TREASURER
D. D. Palmer
EXEC. VICE-PRESIDENT
Ralph Evans
SECRETARY
Wm. D. Wagner
RESIDENT MANAGER
Ernest C. Sanders
SALES MANAGER
Pax Shaffer

THE QUINT CITIES

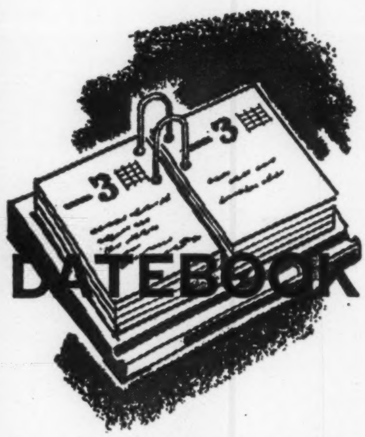
DAVENPORT
BETTENDORF } IOWA

ROCK ISLAND
MOLINE
EAST MOLINE } ILL.

RADIO
AM | FM

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

NBC



DATEBOOK

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

AUGUST

Aug. 21-23—South Carolina Broadcasters Assn. summer meeting. Holiday Inn Motel, Myrtle Beach. Vincent Wasilewski, NAB vice president for government relations, will be guest speaker.

Aug. 22-26—National Catholic Communications Seminar, Manhattan College, New York. Held under the auspices of the National Catholic Welfare Conference.

Aug. 23-26—Western Electronic Show & Convention, Memorial Sports Arena, Los Angeles. Rear Admiral Joseph A. Jaap, director of development programs, Office of the Chief of Naval Operations, will speak at all-industry luncheon Aug. 26 at Statler-Hilton Hotel.

Aug. 24—Northeast Radio Network annual affiliates meeting. Statler Club, Cornell U. campus, Ithaca, N.Y.

Aug. 26-27—Oklahoma Broadcasters' Assn. Western Hill Lodge, Wagoner.

Aug. 29—NAB Radio Code Review Board, NAB headquarters, Washington, D.C.

Aug. 29-Sept. 2—American Bar Assn. Annual convention, Statler-Hilton Hotel, Washington, D.C. President Eisenhower will address opening session, 2 p.m. Aug. 29 at Sheraton-Park Hotel.

Aug. 29-Sept. 3—American Assn. for Education in Journalism annual convention. The Council on Radio and Television Journalism will sponsor three broadcasting events: an address on convention and campaign broadcast coverage by Samuel J. Sharkey, editor of NBC News; a panel discussion on radio-tv education against the background of the mass communications approach, and a session on research. Pennsylvania State U., University Park, Pa.

SEPTEMBER

Sept. 1—Comments due on FCC proposal to add additional vhf channels to several principal markets through reduced mileage separations. Also under consideration are new engineering curves for use in plotting assignments. This is continuance of June 20 deadline. Reply comments now due Sept. 16. (Dockets 13340 and 13374.)

Sept. 2-4—West Virginia Broadcasters' Assn. annual fall meeting. The Greenbrier, White Sulpher Springs.

Sept. 12-15—Premium Advertising Assn. of America, Hotel Astor, New York.

Sept. 12-13—Radio Advertising Bureau course (in eight cities) on better radio station management. Starved Rock Lodge, Utica N.Y.

***Sept. 13—Premium Advertising Conference,** morning only, in conjunction with four-day New York Premium Show at Hotel Astor, both sponsored by Premium Advertising Assn. of America Inc. Speakers: William P. Dunham, product group manager, General Foods Corp.; Henry O. Whiteside, vice president and research director of J. Walter Thompson Co., Chicago, and Charles M. Hanna, author-lecturer-economist and management consultant.

Sept. 15—Southern California Broadcasters Assn. luncheon at Hollywood Knickerbocker. Cunningham & Walsh executives will discuss radio problems.

Sept. 15-16—Public Utilities Advertising Assn. Region 5 meeting. Tampa Terrace Hotel, Tampa, Fla.

Sept. 15-16—Radio Advertising Bureau course (in eight cities) on better radio station management. Lincoln Lodge, Columbus, Ohio.

Sept. 15-17—British Columbia Assn. of Broadcasters annual meeting at Kelowna, B.C.

***Sept. 16—Broadcasting Executives Club** fall social. 100 Warrenton St., Boston.

Sept. 16-18—UPI Minnesota Broadcasters fall meeting. Sawbill Lodge, Tofte, Minn.

Sept. 18-20—Louisiana Assn. of Broadcasters convention. Sheraton-Charles Hotel, New Orleans.

Sept. 18-21—Assn. Canadienne Radio Television Francaise annual meeting. Alpine Inn, Ste. Marguerite, Que. Among the speakers will be Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, and Murray Brown, CFPL-AM-FM-TV, president of the Canadian Assn. of Broadcasters.

Sept. 19-20—Radio Advertising Bureau course (in eight cities) on better radio station management. Pocono Manor Inn, Pocono Manor, Pa.

Sept. 19-21—Institute of Radio Engineers national symposium on space electronics and telemetry, Shoreham Hotel, Washington.

Sept. 20-21—Atlantic Assn. of Broadcasters annual meeting at Amherst, N.S.

Sept. 22—AP Michigan Broadcasters meeting. St. Clair Inn, St. Clair, Mich.

Sept. 22-24—Advertising Federation of America Tenth District convention. Little Rock, Ark.

Sept. 22-24—Michigan Assn. of Broadcasters fall convention. St. Clair Inn, St. Clair, Mich.

Sept. 23—FCC has scheduled oral argument on 23 applications for extension of time to construct uhf tv stations, pursuant to hearing order of June 11. For list of stations see FOR THE RECORD, Aug. 1 issue.

Sept. 23-24—Institute of Radio Engineers, Professional Group on Broadcasting sponsors 10th annual broadcasting symposium. Willard Hotel, Washington, D.C.

Sept. 26-27—Radio Advertising Bureau course (in eight cities) on better radio station management. Williamsburg Inn, Williamsburg, Va.

Sept. 26-30—Board of Broadcast Governors meeting at Ottawa, Ont., for hearing of station applications.

Sept. 28—Assn. of National Advertisers workshop on advertising management. Ambassador Hotel, Chicago.

Sept. 28-29—CBS Radio Affiliates Assn. annual convention. Waldorf-Astoria Hotel, N.Y.

Sept. 29-30—Radio Advertising Bureau course (in eight cities) on better radio station management. Diplomat Hotel, Hollywood, Fla.

***Sept. 29-Oct. 1—Alabama Broadcasters Assn.** annual fall meeting. Stafford Hotel and U. of Alabama campus, Tuscaloosa. Rep. Oren Harris and FCC Commissioner Robert E. Lee will speak.

***Sept. 30—Minnesota Broadcasters Assn.** annual convention meeting. Leamington Hotel, Minneapolis.

OCTOBER

Oct. 1-2—Illinois News Broadcasters Assn. fall meeting. Faust Hotel, Rockford. Tentative program plans include session for major state candidates in fall elections.

Oct. 2-4—Advertising Federation of America Seventh District convention, Chattanooga, Tenn.

Oct. 3-4—Radio Advertising Bureau course (in eight cities) on better radio station management. Terrace Motor Hotel, Austin, Tex.

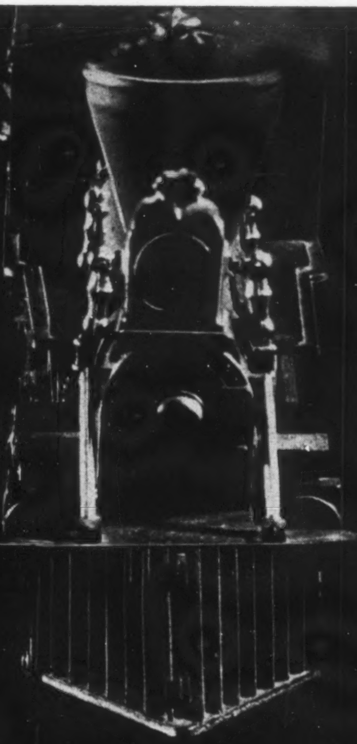
Oct. 3-5—Institute of Radio Engineers sixth national communication symposium, Hotel Utica and Utica Memorial Auditorium, Utica, N.Y.

Oct. 4—Retrial of former FCC Commissioner Richard A. Mack and Miami attorney Thurman A. Whiteside, charged with conspiring to rig the Miami ch. 10 tv grant (first trial ended in a hung jury).

Oct. 4—NAB Tv Code Review Board meeting, NAB Headquarters, Washington. Girdle-bra advertising and theatrical film clips used in tv promotion are among board problems. Plans will be drawn for integration of code operations among Washington, New York and Hollywood offices.

Oct. 4-5—Advertising Research Foundation annual conference. Hotel Commodore, N.Y.

Oct. 5-8—Radio Television News Directors Assn.



WSPD·TV
fills the gap . . .

To make sales tracks in the 2-billion-dollar Toledo market — covering 21 counties in Northwestern Ohio and Southern Michigan — you need WSPD-TV with its new 1000-foot tower sending your sales message to 444,400 homes. You can't afford to ignore

TOLEDO

DETROIT
Lake Erie
TOLEDO
CLEVELAND

A STORER STATION • Represented by The Katz Agency

PACKAGE DEAL:

PROGRAMMING EXTRAS PLUS A PROFIT PLAN

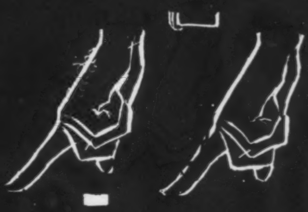
Back in 1956 when Ampex introduced the **Videotape*** Television Recorder, customers were content to record a program on tape and then play it back at the right time. Today's needs are different! Picture quality must be indistinguishable from live even up to a fifth generation copy. Transitions between tape and film/network/live programming must be flawless and complete with wipes or lap dissolves. All operating functions must be remote controllable to meet future system requirements. The demand is for rugged equipment designed for mobile use today—human engineered for efficiency in meeting tomorrow's needs. Ampex—the specialist in tape recorders, has met these needs with a package of features you can order *today!*

AND WHAT ABOUT PROFITS? Profit from tape is no accident, it must be planned. With experience, backed by personal visits to more than 100 VTR-equipped stations, Ampex's famed Station Relations Team has the *right* plan to custom fit your tape operation and pave your way to profits with tape. Their experience is yours for the asking...they'll work with your people, right in your station! Wire, phone or write for detailed information on an Ampex package plan to start you on your way to profits... today!

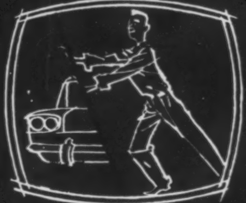
NEW, DELUXE CONSOLE

NEW STANDARD OF THE UPRIGHTS

Improved picture quality

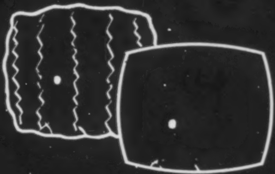


Remote control operation



Smooth transitions: tape/live/film
Inter-Sync*

Improved color stability



New freedom from picture distortion

Combination mobile/studio use

Ampex tapes are made and played around the world

AMPEX

NEGRO RADIO REALLY REACHES THE NEGRO - other media can only touch him!

Mistakes can be costly! This time remember this PROVEN fact! You best sell to Negroes *with Negro Radio.* It's true some read papers and magazines and some watch TV, but *95% of all Negroes listen to radio!* Rounsaville Radio programs 100% to Negroes *with* Negro performers. All six Rounsaville stations are Number-One Rated by *BOTH* Pulse and Hooper! Get the facts on the tremendous rise in income, increase in population, standard of living and best of all—the BUYING POWER of the Rounsaville Negro Markets . . . $824,219,000 *AFTER* taxes in the Rounsaville coverage area! Experience is the best teacher. Experience Rounsaville Radio—one of the oldest and largest in Negro Radio!

Personal Letter

Don't be misled that Negroes will buy anything. Negroes are intensely loyal to products in which they believe. One vital fact is that they *do believe* what they hear on their own radio. And with believability comes sales. So, no matter what your budget for these six important markets . . . a proper part MUST go to Negro radio or you're missing this market! Try Rounsaville Radio—you'll see!

ROBERT W. ROUNSAVILLE,
Owner - President

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's only all Negro-Programmed Station!

WLOU 5,000 Watts — Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts—Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts — Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts—New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

Buy One or All—Discounts With Two or More!

ROUNSAVILLE RR RADIO

ROUNSAVILLE RADIO STATIONS

PEACHTREE AT MATHIESON, ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE, Owner-President
HAROLD F. WALKER, V.P. & Nat'l Sales Mgr.
JOHN E. PEARSON CO., Nat'l Rep.
DORA-CLAYTON, Southeastern Rep.

annual International Convention, The Queen Elizabeth, Montreal, Quebec, Canada.

Oct. 6-7—Radio Advertising Bureau course (in eight cities) on better radio station management. Rickey's Studio Inn, Palo Alto, Calif.

Oct. 10—FCC's inquiry into tv network program selection practices will be resumed in the U.S. Post Office & Court House, 312 N. Spring St., Los Angeles. This phase of the proceeding will deal with film tie-ins.

Oct. 10-11—Radio Advertising Bureau course (in eight cities) on better radio station management. Town House, Omaha, Neb.

Oct. 10-12—Institute of Radio Engineers national electronics conference, Sherman Hotel, Chicago.

Oct. 11—Wisconsin Fm Station Clinic. Center Building, U. of Wisconsin, Madison.

Oct. 11-14—Audio Engineering Society 12th annual convention, Hotel New Yorker, N.Y.

Oct. 13-15—Mutual Advertising Agency Network third and final 1960 business meeting and fall creative convention. Bismarck Hotel, Chicago.

Oct. 16-17—Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.

Oct. 16-18—National Education Television & Radio Center annual meeting of managers of affiliated stations. Rickey's Palo Alto, Calif.

Oct. 16-22—Fifth International Congress on **High Speed Photography**, sponsored by the Society of Motion Picture & Television Engineers. Sheraton-Park Hotel, Washington, D.C.

Oct. 18-21—National Assn. of Educational Broadcasters annual convention. Jack Tar Hotel, San Francisco.

Oct. 20—Southern California Broadcasters Assn. luncheon at Hollywood Knickerbocker. Anderson & McConnell executives will lead the discussion.

Oct. 23-26—Central Canada Broadcasters Assn. annual meeting, Montreal, Que.

Oct. 25-26—Engineering section, Central Canada Broadcasters Assn., King Edward Hotel, Toronto.

Oct. 31-Nov. 2—Institute of Radio Engineers radio fall meet, Syracuse, N.Y.

AWRT Conferences

Sept. 16-18—American Women in Radio & Television board of directors meeting. Statler-Hilton Hotel, Washington, D.C.

Sept. 23-25—AWRT southwest area conference. Skirvin Hotel, Oklahoma City.

Sept. 30-Oct. 2—AWRT southern area Music City, USA conference, Andrew Jackson Hotel, Nashville, Tenn.

Sept. 30-Oct. 2—AWRT New England conference. Springfield, Mass.

Oct. 7-8—AWRT Heart of America conference. Chase Hotel, St. Louis.

Nov. 4-6—AWRT Pennsylvania conference. Harrisburg, Pa.

AAAA Conventions

Oct. 13-14—American Association of Advertising Agencies, central region annual meeting. Ambassador West Hotel, Chicago.

Oct. 16-19—AAAA, western region annual convention. Hotel del Coronado, Coronado, Calif.

Nov. 2-3—AAAA, eastern region annual conference, Biltmore Hotel, New York.

Nov. 30—AAAA, east central region annual meeting. Statler Hilton Hotel, Detroit.

NAB Fall Conferences

Oct. 13-14	Biltmore Hotel, Atlanta
Oct. 18-19	Sheraton-Dallas, Dallas
Oct. 20-21	Mark Hopkins, San Francisco
Oct. 24-25	Denver-Hilton, Denver
Oct. 27-28	Fontenelle, Omaha, Neb.
Nov. 14-15	Statler Hilton, Washington
Nov. 21-22	Edgewater Beach, Chicago
Nov. 28-29	Biltmore Hotel, New York

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BROADCASTING

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Broadcasting ■ Telecasting*
* Reg. U. S. Patent Office

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THE
Quality
TOUCH

"Nothing endures but personal qualities."

These words from the pen of Walt Whitman account for the great music which has endured the years. Each composition reflects the personal qualities of its composer. This same reflection could easily be applied to quality radio and television stations of today... the dedicated efforts of those behind the scenes to constantly build and maintain a quality image.

WFAA
TELEVISION abc
RADIO abc/nbc • DALLAS
Serving the greater DALLAS-FORT WORTH market
BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by Edward Petry & Co., Inc. *The Original Station Representative*

IN AUGUSTA, GEORGIA

YOUR PRODUCT'S BEST FRIEND IS

WRDW-TV

CHANNEL 12

IN AUGUSTA:
Robert E. Metcalfe—TA 4-5432
IN NEW YORK:
Lee Gaynor—OXford 7-0306
Represented Nationally: Avery-Knodel, Inc.

Everybody breaks par with WRDW-TV in Augusta, "Golfing Capital of the World", where you can tell and sell more than a Million people with 721 million to spend. For Augusta, Georgia's second city, is now one of the nation's top 100 INDUSTRIAL MARKETS where new industry has invested $110 million dollars in the past 20 months. New facilities of Continental Can, S. H. Kress, General Electric, Glassine Corp. and Owens-Corning Fiber-Glass have joined the billion dollar Du Pont plant in this rich area where WRDW-TV is your product's best friend.

Member The FRIENDLY Group FRIENDLY GROUP John J. Laux, Exec. Vice-President

WSTV-TV
STEUBENVILLE-WHEELING

KODE-TV
JOPLIN, MISSOURI

WRGP-TV
CHATTANOOGA, TENNESSEE

WRDW-TV
AUGUSTA, GEORGIA

WBOY-TV
CLARKSBURG, WEST VIRGINIA

FCC's program policy report

EDITOR: I have just read the FCC's "Report and Statement of Policy on Programming Inquiry" in toto; a document I can best characterize as the to-be-expected result of a certain kind of bureaucracy running, not rampant, but scared. In an earlier letter to BROADCASTING, I had raised a rather pessimistic thought or two about what might be expected from the hearings leading to this report, which were distinguished by the absence of professional broadcasters from the hearing room—and weighted with solid citizens who might know a great deal about many things, but not over-much about broadcasting.

It seems to me (and, perhaps it might be expected from the financial caliber of some of the people heard) that a very significant aspect of this report, not yet pointed out in any of the discussions I've read about it, lies in a few innocuous sounding phrases towards the tail end of it. They read: "What we propose is documented program submissions" (this in talking about new license applications) "prepared as the result of assiduous planning and consultation covering two main areas: first a canvass of the listening public who will receive the signal and who constitute a definite public interest figure; second, consultation wtih leaders in community life—public officials, educators, religious, the entertainment media, agriculture, business, labor-professional and eleemosynary organizations, and others who bespeak the interests which make up the community."

To me, substituting this mass of uninformed opinion for, presumably, the professionalism of the broadcaster, accelerates an already dangerous trend in the industry—a trend which points to the race being not to the ingenious, but to the well-heeled. We are . . . going to be in the position where the franchise goes to he who can afford the largest canvass; the best (or most expensive) survey organization; and whose use of "names" (among the citizenry so surveyed) may sound best to the commission. Further, I would suspect, that business' meat might be labor's poison; and any such survey would tend (as if statistics were not already a black enough art) to be self-cancelling. Since, it seems, this kind of survey cannot serve a valid purpose because of its self-cancelling probabilities, again we are forced to the conclusion that this tends to benefit he alone who can make it sound good on paper, rather than he who might make it sound good on the air.

It tends also to preserve . . . the status quo, since, if one's license is dependent upon his sampling of the diverse portions of the community suggested, where does one have the freedom to change and experiment?—*Bert Cowlan, FM Program Consultant, Forest Hills, N.Y.*

Olympics record hop

EDITOR: The radio industry receives lots of black eyes and relatively few accolades for jobs well done. WQAM recently came up with an idea that was successful here in Miami and one we feel could be successful throughout the 50 states.

. . . our Olympic team is having lots of trouble raising money to send the athletes to Rome . . . I am certain that most of the radio stations around the country have disc jockeys who promote . . . record hops. Last week WQAM, working with the Police Athletic League of Miami, conducted a record hop where a net profit of a little more than $350 was raised and turned over to the local chairman of the Olympic committee.

If every radio station in the country ran one hop with the net proceeds going to the Olympic fund, it would certainly be a feather in the cap of the radio industry and, most important, would give our teens an active part in a most worthwhile venture. Incidentally, admission to our hop here was 50 cents.—*Jack L. Sandler, Vice President-General Manager, WQAM Miami.*

NAB's Harvard seminar

EDITOR: Your article ["Measuring management qualities," page 54, Aug. 8] indicates a good grasp of what we were trying to do.—*William P. Gormbley, Assistant Dean, Harvard Graduate School of Business Administration and Director of NAB management seminar.*

EDITOR: Your case study was read with much interest by all of us. . . .—*Kenneth I. Tredwell Jr., Vice President-Managing Director, WBTV (TV) Charlotte, N.C.*

EDITOR: I enjoyed the article . . .—*Homer Lane, Vice President, KOOL-AM-TV Phoenix, Ariz.*

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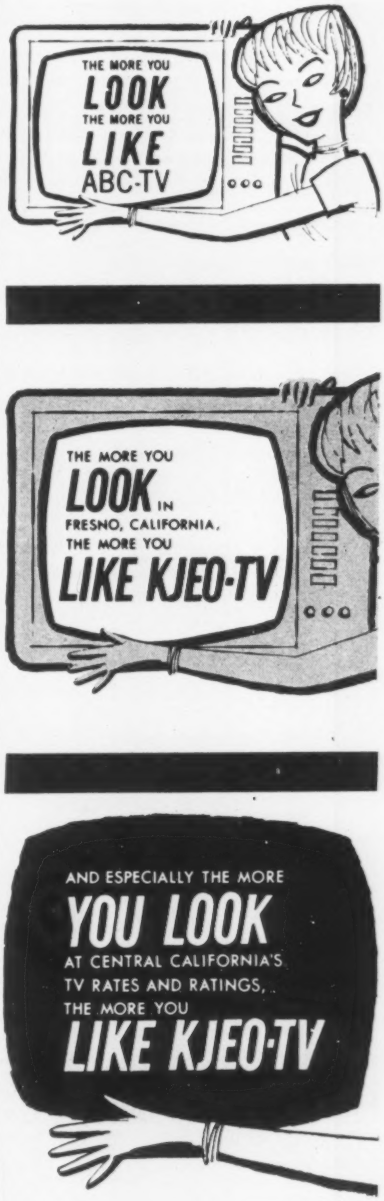

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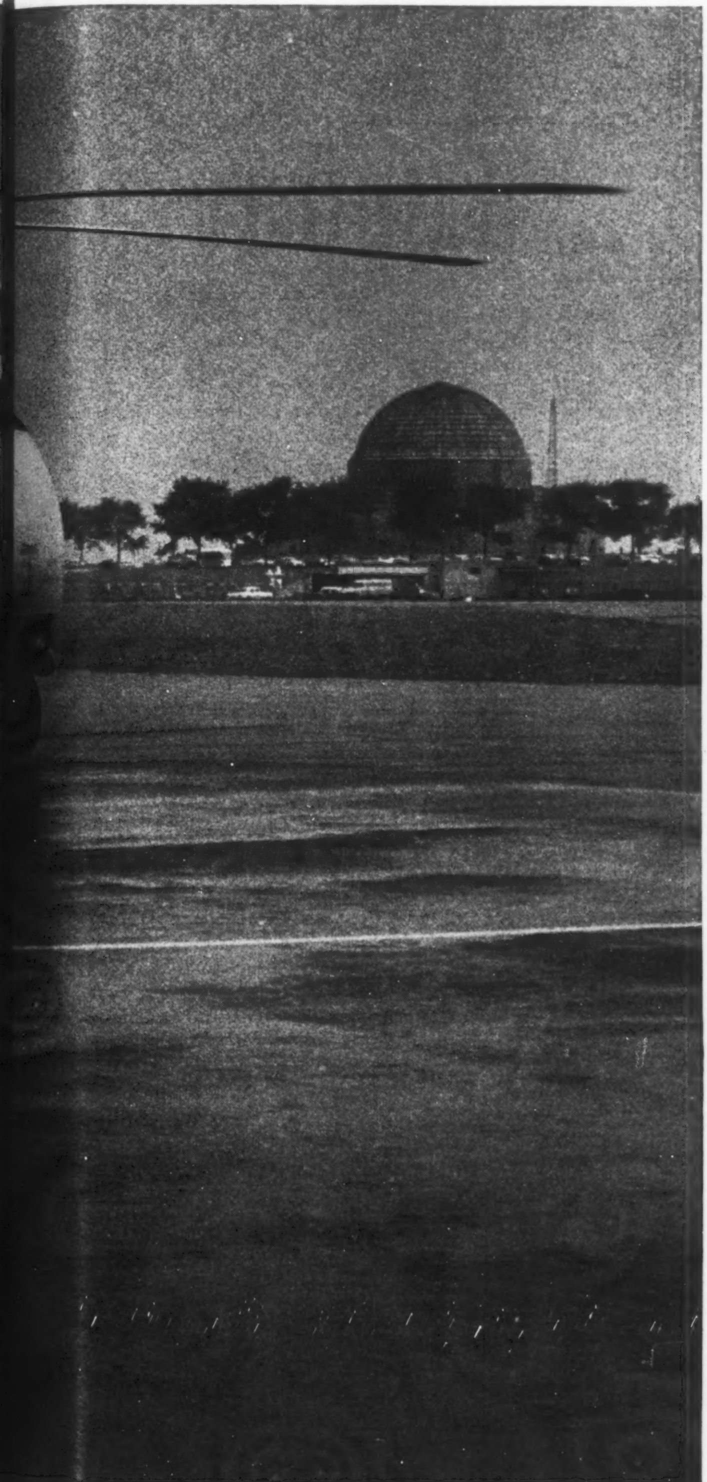

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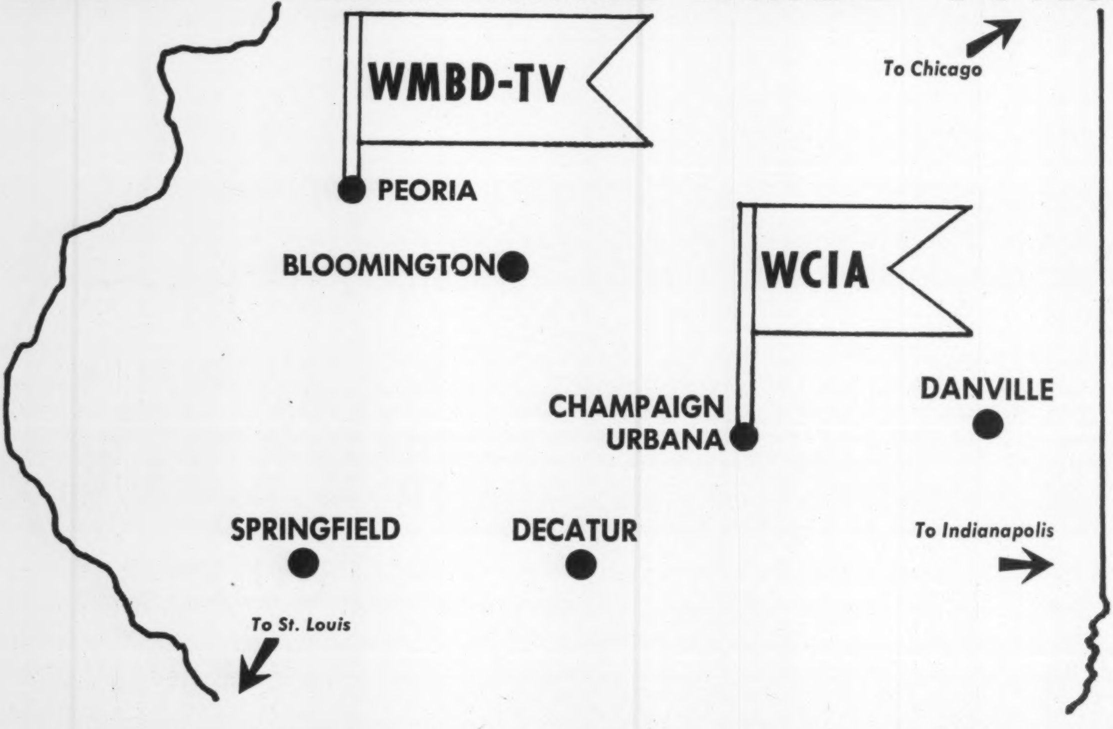
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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

August 22, 1960
Vol. 59 No. 8

ERA ENDS AS SOAPS LEAVE RADIO

Last of radio's daytime serials are marked for oblivion at CBS

Radio's oldest, most controversial and by all odds most profitable, institution neared the end of the road last week.

CBS Radio officially signalled the end when it announced new program plans (see page 28) that have no place for daytime serials, a program form that mesmerized audiences and advertisers for close to 20 years.

At their peak, daytime serials ran virtually uninterrupted for six to eight hours each weekday, held more than half the housewife population spellbound and waiting to "tune in tomorrow at the same time," stirred up nationwide controversy among psychiatrists, doctors and social researchers, and accounted for perhaps a third or more of all the income on the radio networks.

At the end, which now seems apt to fall on Friday, Nov. 25, they occupy only two hours of network time per day, and the advertising revenues they represent, which used to be counted in quick millions, now are figured in slow hundreds of thousands.

High Water Mark ■ In 1940, one of the serials' best years, it was estimated that daytime sales on CBS and NBC amounted to $26.7 million, most of it from serials. In that year records indicated that CBS was carrying 25 serials a day or 125 quarter-hours a week, 120 of them sponsored, while NBC was carrying 20 serials a day, all but three sponsored.

This arithmetic, with daytime then selling at one-half of nighttime rates, indicates that both networks must have been billing—for time charges—about as much on daytime as on night, which in those pre-tv times was prime in the purest sense. By 1948, serials were said to be attracting $35 million a year from sponsors.

Historically, CBS and NBC have been the main networks in the serial business. ABC, which came along later, carried a few from time to time, including such strong entries as *My True Story* and *Whispering Streets,* but dropped these in its aborted all-live programming experiment in 1957. NBC abandoned serials along with all other entertainment programming the first of this year, leaving the field to CBS.

CBS's plans to end the era are not irrevocable, but they're close to it. Theoretically, CBS Radio affiliates could upset the plans, but in this case (1) the plans originated with a group of affiliates and (2) the cry to abandon serials has come periodically from throughout the affiliate body. The only thing that has kept the serials on has been a combination of continuing evidence of relatively strong audiences and relatively strong, though sporadic, advertiser interest. They're currently 25% sold and have a 32-week average of 45% sponsorship thus far this year.

If they maintain any advertiser interest at all they will go off stronger than they came on, some 30-odd years ago. Before the serial was invented and took hold, daytime radio was an empty stretch of time which advertisers widely regarded as unsuited to their purposes.

The Mists of Time ■ The genesis of the daytime serial is hazy. There is dispute about whether its birthplace was Chicago or WLW Cincinnati or, less likely, New York. Most historians nominate Chicago, which by all accounts was the first headquarters of serial production. There is argument, too, about the identity of the first serial.

Some authorities say the forefather was *The Goldbergs,* which started in Chicago radio about 1928 as a nighttime show, later moved to daytime and ran to 1945, the last eight years under sponsorship of Procter & Gamble—probably the heaviest underwriter of serials among all advertisers. There are other claimants to the ancestral role, among them *The Stolen Husband,* a serialized version of a novel, which ran on WBBM Chicago under Quaker Oats sponsorship. Others identify *Just Plain Bill* as the original.

Whatever the origin, the formula that developed was simple. With a few notable exceptions, it was to take a heroine, give her a strong will and a lot of problems (preferably including men of weaker will and more problems), and let her work everything out for the best. A handful ventured into humor—among them *Vic & Sade, Myrt & Marge* and *Lorenzo Jones*—and a few, like *Just Plain Bill,* had men instead of women for the stars, but as a class they centered on heroines and might be described, generically, as "unhappy stories about unhappy people."

Everybody's Problems ■ Housewives by the millions loved every tearful minute of it, reveled in every agony, wrote in for advice on their own personal problems and deluged the networks with flowers when illness over-

Assembly line ■ Sparsely furnished studio, mike and script were only gear needed for bigtime production when radio serials were at their peak. With shows coming off production line like cars (but at higher profit per unit), rehearsals were short. Frank Hummert (far right) and wife, Anne, operated one of the biggest soap opera factories. Others in picture are unidentified.

SWING FROM SOAPS TO NEWS

Here's how CBS Radio will change its program format

Details of CBS Radio's planned new look—expanded news service, elimination of all daytime serials (see page 27) and cutback in other entertainment programming—were revealed last week.

Network President Arthur Hull Hayes spelled them out for newsmen Friday morning after putting a complete rundown into the mails to the network's 200 affiliates Thursday.

Showing little variation from the versions that had leaked out earlier (BROADCASTING, Aug. 15), they call for:

- Ten-minute newscasts on the hour, some to be sold exclusively by the network, some exclusively by affiliates, some by both network and stations.
- Five-minute "information features" (sports, news analysis and background, human interest, etc.) on the half-hour, to be sold by the network.
- Discontinuance of the seven current daytime serials plus the nightly *Amos 'n' Andy Music Hall* and two weekend action dramas, *Gunsmoke* and *Have Gun, Will Travel.*

The net results, in terms of change, were described as follows:

CBS Radio will have 24 hours 48 minutes of time available for network sale each week, compared with 30 hours now; the stations will have 9 hours 30 minutes of network news available for local sale, compared with 7 hours 53 minutes now; CBS radio will be presenting a total of 17 hours 8 minutes of hard news on a regular basis compared with 11 hours 23 minutes now; network will be required by contract to clear for 38 hours 48 minutes of programming compared with 42 hours 23 minutes now; total programming furnished to affiliates will total 48 hours 33 minutes compared with 52 hours 48 minutes now.

These comparisons deal only with regularly scheduled programs. They do not include special events and other public affairs and sports coverage, which in calendar 1959 totaled 167 programs (19 commercial and 148 sustaining) and in the 12 months ended July 31 totaled 248 programs (73 commercial, 175 sustaining), according to CBS. Actually, Mr. Hayes said, CBS Radio expects to furnish more total programming next year than under the old plan.

'New Direction' ▪ Mr. Hayes said discontinuance of daytime serials and the other entertainment programs to be dropped "reflects and lays the groundwork for the new direction in which we believe network radio must move—away from entertainment forms which can be presented perhaps more effectively by other media, and toward programming whose informational character is more effective in radio than elsewhere."

The new plan is called a "modified" Program Consolidation Plan, the title CBS used when it introduced its current format two years ago. The original PCP principle of giving stations network programming to sell locally, instead of compensating them primarily in money, will continue unchanged, officials said.

To be continued under the modified PCP are: the morning block of personality programs (Arthur Godfrey, Art Linkletter, Garry Moore and Bing Crosby & Rosemary Clooney); the daily quarter-hour *World News Roundup* and *World Tonight*; the nightly Lowell Thomas newscasts, *Phil Rizzuto on Sports,* Frank Gifford and *In Person; Johnny Dollar* and *Suspense* dramas on Sundays (6:10-7 p.m.); *Sports Time* at 6:55 p.m. Saturdays, followed (after on-the-hour news) by *Mitch Miller Show* at 7:10-7:55 p.m.; the New York Philharmonic, Salt Lake Tabernacle, *Invitation to Learning, Church of the Air, Capitol Cloakroom, Background, Face the Nation* and other public affairs, special events and sports events, both regularly scheduled and seasonal.

'Big News' ▪ The 10-minute newscasts on the hour, called *Big News,* would be broadcast from 10 a.m. to 7 p.m. and, after *World Tonight* at 8 p.m. again at 9 p.m. and 10 p.m. The broadcasts at noon, 6 p.m., 9 p.m. and 10 p.m. would be reserved for local sale; those at 10 a.m. and 11 a.m. for network sale; the rest for both network (first 7½ minutes and local (last 2½ minutes) sales.

During the last minute-and-a-half

took their favorite characters (as it often did in order to give them vacations, to accommodate a budget cutback or for other non-medical reasons). A wedding would bring tons of gifts, a new baby a shower of clothes and playthings, a death reams of condolences on paper often stained by tears and edged in black.

A condemned murderess, according to newspaper accounts, confessed she was worried about the outcome of *Abies Irish Rose,* which was taking a virtually unheard-of summer hiatus at the time. "I won't be here in September," she sobbed, and the producers brightened her last days by sending a resume of the story line for the fall and winter.

Women obviously took the dramatized miseries seriously, and some people began to get worried. A psychiatrist, Dr. Louis I. Berg of New York, stirred up a storm that swept across the country when he declared in 1942 that, judging from stories of women undergoing change of life, serials were inducing a string of ailments ranging from arrhythmia to vertigo. All sorts of activity followed. The networks set up committees and hired researchers; others, including independent research organizations, got busy in many ways. Surveys were made, papers were printed and books published—and in the end, serials were exonerated.

A lot of statistics came out of these and similar studies. The serials' audience was generally estimated at 20 million women. One project found that 54% of the available housewives were serial listeners and that the average fan listened to 5.8 serials a day. This was about 1944-45. Another study, commissioned by NAB and published in 1946 as "The People Look at Radio," found that housewives were about evenly divided between listeners and nonlisteners and estimated that the listeners averaged four serials a day.

The Origin of "Soaps" ▪ The object of this devotion had earned, in the meantime, a number of soubriquets less dignified than "daytime serials." "Soap opera" remains the most popular term and, at the time of its invention, was well earned. Soap companies had been among the most ardent investors, and in 1939, which may not have been their high year, sponsored more than 40% of approximately 250 quarter-hours which were on the air each week. Procter & Gamble alone once had 19 different daytime and evening programs going on the networks, and that of all these newscasts CBS would present so-called "soft" news; the affiliates who wished to do so might drop this portion and substitute local news. In addition, the final 2½ minutes of these programs would include a one-minute news item which affiliates, if they wished, might cue out for a local commercial.

Thus each affiliate would have these options: carry each 10-minute newscast in full; or insert a local commercial in the last portion of the broadcast, or drop the last 2½ minutes for the insertion of local news, with or without a local commercial.

On weekends, 10-minute newscasts for joint network-station sale would be carried at noon, 1, 3, 4, and 5 p.m. on Saturdays and noon, 4 and 5 p.m. on Sundays; and for local sale at 9 a.m. and 6 p.m. Saturdays and 9 a.m. and 10 p.m. Sundays. At five weekend periods—10 a.m. and 2 p.m. Saturdays and 10 and 11 a.m. and 1 p.m. Sundays—five-minute newscasts would continue (they're now sponsored by Chevrolet); CBS suggested that affiliates might follow them with five-minute local newscasts to continue the 10-minute format. In addition, six 10-minute newscasts on weekends would be reserved for network sale: 11 a.m. and 7 p.m. Saturdays and 2, 3, 6 and 7 p.m. Sundays, the first five minutes of which are sponsored by Chevrolet.

Features ■ The on-the-half-hour "information features" would be scheduled at 11:30 a.m. through 4:30 p.m. and again at 7:30 p.m. on weekdays, from 9:30 a.m. through 5:30 p.m. and at 7:55 p.m. on Saturdays and from 9:30 a.m. through 5:30 p.m. and at 7:30 p.m. on Sundays. Affiliates could schedule these programs any time within 25 minutes after they are fed by the network.

The new plan is expected to be the main subject for discussion at the annual meeting of affiliates, to be held Sept. 28-29 at New York's Waldorf-Astoria Hotel. Other highlights include a luncheon address by Frank Stanton, president of CBS Inc., a review of the Washington scene by CBS Vice President Richard Salant and the annual dinner, with CBS Radio talent and news correspondents as guests, on Sept. 28.

ARTHUR HULL HAYES

He yields to radio change

may not have been P&G's highest year.

Aside from soap companies, breakfast foods and drugs were among the biggest serial users. At the last remaining serial center, CBS Radio, General Foods and Glenbrook Labs Div. of Sterling Drug get the nod as its first serial sponsors, dating to 1931 and remaining—though not continuously—into 1959 at least.

The soap opera remains as a generic term describing a type of program, but it no longer is correct as an indication of sponsorship. NBC's archives do not provide an immediate answer to the question so far as that network is concerned, but CBS Radio hasn't had a soap sponsor on a serial in 16 months: not since Lever's Surf pulled out of *Romance of Helen Trent, Whispering Streets, Young Dr. Malone* and *Right to Happiness* in April 1959. Cereal, laxative and various remedy advertisers have been more frequent buyers in recent years.

The Production Factories ■ If one product category—soap—can be linked with the heyday of serial sponsorship, one little band of nimble-minded, facile-writing people can be identified with serial production and, in most cases, with its origin. The names of Frank and Anne Hummert, Elaine Carrington, and Irna Phillips are synonymous with daytime serials, and their productivity—and that of a few others, mostly contemporaries—continues to mystify historians of the daytime drama to this day.

The Hummerts, credited with being among the first to envision the magnitude of the gold mine that advertisers might tap in daytime radio, built and operated what is generally regarded as the biggest factory ever constructed for the manufacture of daytime serials. By 1948 they were producing 13 soaps and 5 half-hour programs turned out by an assembly-line of writers working from plots that the Hummerts conceived and supervised. At one point the Hummerts were producing virtually all of the serials carried on NBC. CBS newsman Ned Calmer was once in their stable of "dialoguers."

But the honors for productivity usually go to one of the Hummert writers, Robert Andrews, who is credited with turning out five scripts a day, five days a week, for years. Once, when a shipment of his scripts was lost in a plane crash, he is said to have dictated that day's episode of one serial by telephone from Hollywood to New York while the show was on the air, managing to stay a few lines ahead of the actors. The show that day contained a few more long pauses than usual, but they passed unnoticed. The pause was a standard device in most soaps. Plots moved about an inch a day.

Ma Perkins and *Bill the Barber* (later *Just Plain Bill*) were among the earlier shows in the stream that Mr. Andrews turned out for the Hummerts. He quit in 1942. "Got tired," he explained.

The Hummert factory rolled on. *Stella Dallas, Lorenzo Jones, Young Widder Brown, Backstage Wife,* were among their best known entries in those years, along with *Skippy* and *Terry & Mary,* a pair which the Hummerts sold to General Mills to show the profit to be had in sponsoring daytime serials for children.

Other Writing Machine ■ Elaine Carrington started *Red Adams* in 1932 on NBC as a half-hour nighttime program, moved it to daytime under Beech-Nut chewing gum sponsorship a short time later (after changing its name to *Red Davis* to avoid identification with Adams Chiclets, a Beech-Nut competitor), and finally, under P&G sponsorship, changed it to the name that is still best known, *Pepper Young's Family*.

Irma Phillips, noted like the Hummerts for prolific output, acted in as well as wrote one of her first serials, *Today's Children*. She later wrote, among others *Woman in White, Lonely Women, Right to Happiness, Guiding Light* and *Road of Life*, The rights to the last three of which she subsequently sold to P&G for $175,000.

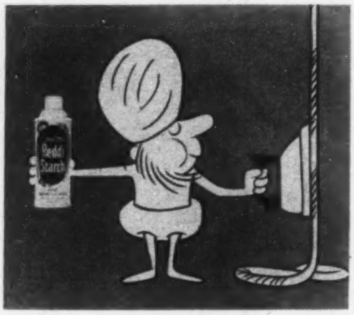
Other names pop up prominently in histories of the serial. Paul Rhymer's *Vic & Sade* ran on NBC for some 13 years and won critical praise for a vehicle of contemporary humor in America. Carleton Morse's *One Man's Family* had a highly successful run that spanned 27 years, also on NBC. Sandra Michael's *Against the Storm,* a wartime serial with a patriotic theme, won a Pea-

TV PREVIEW

Fast ■ It doesn't matter what there is to iron—hubby's shirt, sonny's cowboy hat, the hindu fakir's rope or the announcer's jacket—if the housewife uses Reddi Starch, all she has to do is spray and iron.

That's the gist of a series of eight-second tv commercials which are starting this month on stations in Indianapolis, Ind., and Cincinnati, Columbus and Cleveland, all Ohio, with expansion to include 33 cities throughout the Midwest, South and Far West by fall.

Union Starch & Refining Co., Columbus, Ind., is the sponsor of the tv spots, placed through Baer, Kemble & Spicer, Cincinnati, and produced by Format Films, North Hollywood, Calif.



C. Martin Spicer, BK&S president, is account executive for Reddi Starch. At Format Films, Leo Salkin was responsible for the story and also directed some of the animated film spots. Animators were Stanley Wilkins and Alan Zaslove. Jules Engel was art director.

body award for excellence. Charles Jackson, who won fame with his novel *Lost Weekend,* turned out *Sweet River* for two years.

Aside from Mr. Jackson and Mr. Calmer, others have gone on to more permanent fame from serial stints. Don Ameche is said to have played the lead in as many as four serials at once. Jim and Marian Jordan, who became Fibber McGee & Molly, played miscellaneous voices in daytime operas in the early days. Actor Everett Sloane was Sammy Goldberg for a while, and Van Heflin and Joseph Cotten also appeared in roles on the *Goldbergs* show.

Mail Pull ■ The serials also set up a new concept of coverage maps for radio stations. P&G had used premium offers to find out where its listeners were, one of the first being a seed offer to *Ma Perkins* listeners in return for 10 cents and an Oxydol boxtop. Lever once got an estimated 2 million write-ins for a brooch offered by Rinso on *Big Sister.* The Blackett-Sample-Hummert agency used premium offers extensively—Duane Jones, later known as the Boxtop King, was then with B-S-H—and sometimes, it is recorded, received more write-ins than the programs could claim in total audience.

John Karol, who was in charge of sales for CBS Radio before switching to CBS-TV a couple of years ago, recalls that when he first joined CBS in the early 1930s, as head of research, he adapted the premium-offer idea to obtain measurements of station coverage.

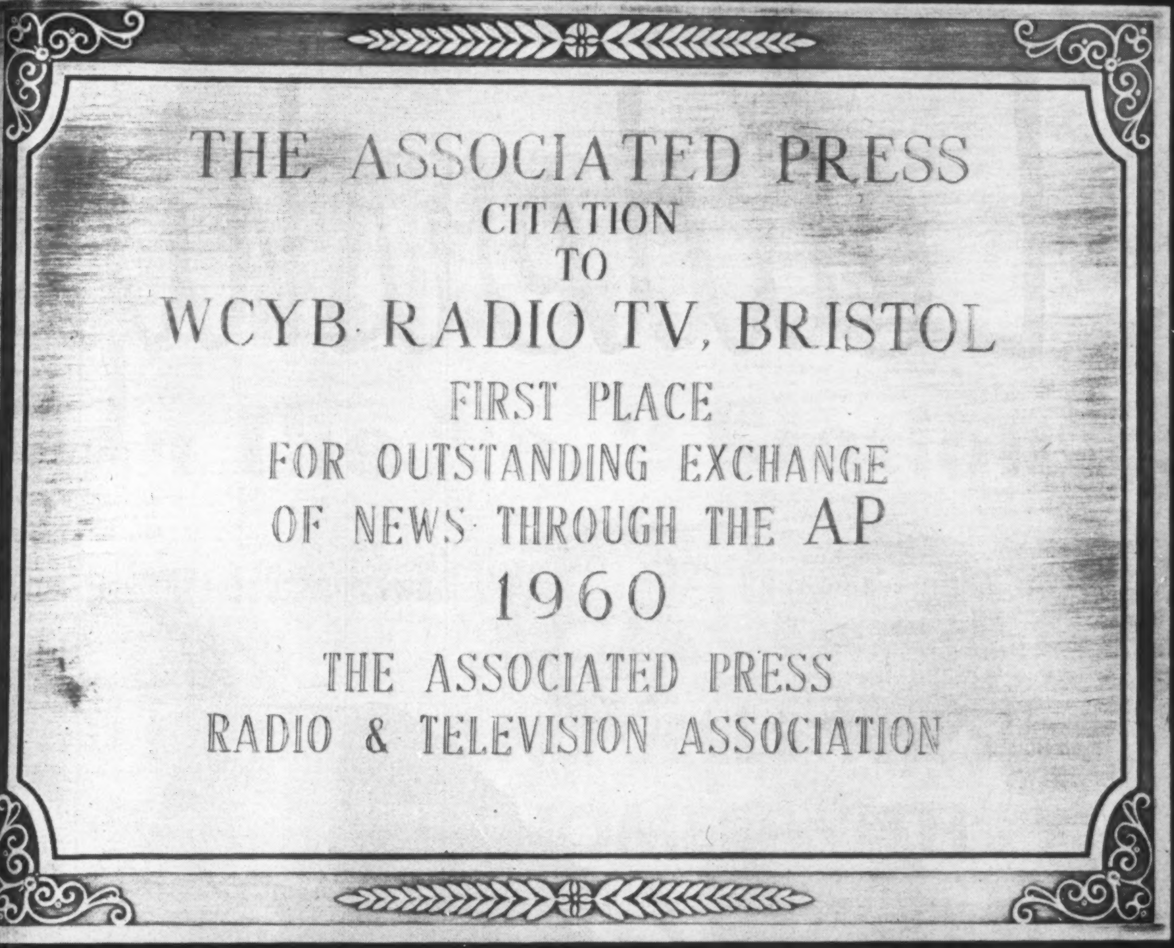
The Remnants ■ Out of the scores of serials that once filled daytime radio, four remain, along with two more recent entries, on CBS Radio. These are slated to go in November. *Ma Perkins* has been on for 27 years, and *Right to Happiness, Young Dr. Malone* and *Second Mrs. Burton* have been on for close to 20. The newer ones are *Couple Next Door,* which is outside the soap-opera tradition in that it is humorous, and *Whispering Streets,* which also departs from the norm by dramatizing separate stories. A seventh serial slated to leave, *Best Sellers,* which was launched only a few months ago, also doesn't really count as a daytime serial in the old sense: it serializes popular novels.

Approximately 50 to 60 actors and actresses are employed in these seven shows. By comparison, the soaps once gave regular employment to some 150 actors and part-time roles to 1,800.

Although CBS Radio's decision on serials marks the end of an era, it does not mean the end of serials. While their fortunes were waning on radio they were surviving on tv—where some of the oldest old-timers may still be found in modern dress. Among them: *Love of Life, Search for Tomorrow, Guiding Light* on CBS-TV and *Young Dr. Malone, From these Roots,* NBC-TV.

A vast outpouring ■ Irna Phillips was one of the most prolific writers of soap opera throughout its long, sudsy history. Her brain children include *Road of Life, Woman in White, Right to Happiness,* among others. P&G enthusiastically bought three of her properties for $175,000.

'Pepper Young's' mother ■ Elaine Carrington began one of radio's best loved serials in 1932 on NBC. Under P&G sponsorship, *Pepper Young* thrived.



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THE ASSOCIATED PRESS
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WCYB Radio & Television will continue to compile and relate the news with listeners and viewers given first consideration.

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WCYB-TV's 11:00 p.m. news exceeds the next station's 11:00 p.m. news by over 295% in homes. Weekly average homes per quarter hour delivered by WCYB-TV exceeds the other station's by almost 2 to 1. (ARB, March, 1960.)

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AD RESPONSIBILITY DEFINED

AFA endorses Better Business declaration

The Advertising Federation of America is giving official endorsement to the Assn. of Better Business Bureaus in codifying some of the rules of advertising vigilance. The BBB has defined "responsibilities" between advertisers and media and is asking businesswide acceptance. This ties in nicely with the AFA's own "Truth Book" approach, the federation says.

The association of 107 Better Business Bureaus asks for national and local action to make advertisers take responsibility to prove claims and media to require proof when copy is questionable or later questioned. All Better Business Bureaus ought to mediate in these cases, the association says in its "Declaration of Responsibilities for Improving Public Confidence in Advertising."

The association declaration moves into a new area, too—taste in advertising. While self-regulation of taste in advertising has not been traditionally within the province of Better Business Bureaus, the association says it believes now that they will consider channeling bad-taste complaints to national trade organizations and work with the local business community on plans to handle problems on this level.

Generally the Better Business recommendations dovetail with the AFA's police procedure recommended in the "Truth Book" released by AFA Vice Chairman John P. Cunningham of Cunningham & Walsh at the federation's convention last June, although this does not treat the subject of taste. The AFA recommends that local clubs establish ethics committees and advertising panels as watchdog groups, the panels including BBB representatives, local businessmen, agencies and media people. Nearly a quarter of the local business bureaus have become associated with this procedure in their cities.

The AFA, in endorsing the "Declaration," noted that AFA was the parent organization of the Better Business Bureau. The federation also said the "Truth Book" is in its second printing, with 10,000 copies planned for sale. The new edition will carry illustrations contributed by ad cartoonist Don Herold.

Personal approach

There's danger that advertising effectiveness can be lost in the "deluge of communications" that is threatening to engulf the populace. This oncoming electronic engulfment ought not to "obscure" the personal approach as "the most effective communication." These

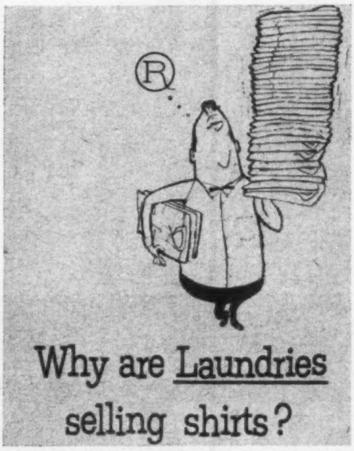
Radio-tv will help laundries sell shirts

A New York shirtmaker is making retail history, with broadcast media slated to play a part in the distribution story. The manufacturer feels that "convenience shopping" and the "convenience media" of radio-tv are a natural combination.

This particular scheme links up a shirt brand with an unexploited sales outlet, the laundry-dry cleaning business, supported by nationally coordinated promotion. Last week, Arnold J. Weber, president of the manufacturing firm, the Registered Shirt Laundry Assn., had lined up a thousand laundry-dry cleaners as retailers for his Registered Shirt label. The figure is changing weekly, as the distribution network grows around the country, Palmer, Codella Assoc., advertising-public relations agency for Registered Shirt, said.

The advertising will be a joint undertaking between Registered Shirt Laundry Assn. and local sellers late this fall in 573 cities, a number that also is subject to change with distribution gains. Palmer, Codella is preparing 10, 20 and 60-second spots while the clients shop for availabilities in daytime radio and nighttime television. No details on schedule were available last week, but Mr. Weber reached by telephone in a Seattle laundry, did have this to say:

"We in the laundry and dry cleaning field feel strongly on the sales effect of both these media. . . . In developing a corporate image for the outlet as well as the single product, radio and tv are most valuable for us at this particular time. They will give us the public coverage that any new marketing program must have in the initial months." The campaign also will make use of print and trade media.


®
Why are Laundries selling shirts?

Shirts & suds ▪ Registered Shirt's encircled-R mark (above) will appear in spot tv late this fall, while radio commercials give an aural version of the laundry-shirt store plan. Tv commercials, not yet produced, will be cartooned in the manner of this illustration, which is the cover of a brochure explaining the novel sales plan to laundry trade.

Expansion ▪ The national sendoff for Registered Shirts and laundries is based on tests conducted the past year. During this time Mr. Weber sold both distributors to the laundry trade and operators on selling shirts. Such sidelines as clothes storage were developed at laundries and one operator went beyond shirts to add a broad line of men's furnishings.

The author of the merchandising-service alliance is a 34-year-old veteran in the shirt business. Under the Weber plan, the Registered Shirt is sold at the laundry or at the customer's home by route men with the date of purchase stamped on the goods. The item then is guaranteed for a year, providing it is laundered by the company that sold it. During his shakedown year Mr. Weber overcame 50 laundrymen's skepticism and saw such results as $300-$600 added to a store's monthly gross.

Although it sells a male item, Registered Shirt has fixed women as primary shirt buyers and consequently is aiming advertising at them. The label is on three styles of cotton shirt, selling initially at $3.95.

NUTS & BOLTS

What do you think of when you think of Oklahoma?

Cattle, Wheat, Oil, Football?

Add one more think. Manufacturing!

The Greater Oklahoma City Market has changed complexion in the past few years. Manufacturing has been added to the diversified base from which springs the fact that Oklahoma City is considered to be one of the five fastest growing cities in the nation. *It can also be one of your 5 fastest growing sales territories.*

This is one of a series of messages telling the story of the industrial, economic and business development of the Greater Oklahoma market, and the parts WKY RADIO AND TELEVISION play in the distribution and sale of advertised products not only in Oklahoma City but in the stations' 56-county coverage area.

MANUFACTURING
MANPOWER
BUYING POWER

The increased mechanization of farming has released thousands of highly adaptable native-born workers into the labor force in Oklahoma. Because of planning, these workers are being absorbed in the expanding industrial and manufacturing activity in the Greater Oklahoma City Market.

The new manufacturing plants being added to the scene each year find many attractions in the market... natural resources, ideal weather, abundant power... but above all, the most impressive differen[illegible]PEOPLE!

Oklahomans have "pride of performance." We've known this for years. Manufacturers are finding it out. A recent comment from a major industrialist included... "The vital factor in your progress has been the spirit, determination and pride of your people. This pioneering spirit, which attracted us* to Oklahoma, is the priceless ingredient in your economic expansion." (*name on request)

FACTS

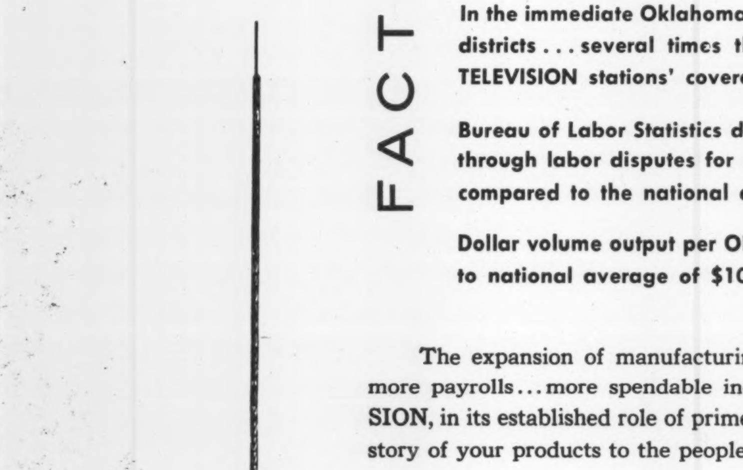
Newest and largest of the growing list of manufacturing firms in Oklahoma City is the new Western Electric plant. Initial work force . . . 4,000 people.

In the immediate Oklahoma City area alone, there are 14 industrial districts . . . several times that number in the WKY RADIO AND TELEVISION stations' coverage areas.

Bureau of Labor Statistics data shows the man-days lost annually through labor disputes for each Oklahoma worker to be just .27, compared to the national average of .64.

Dollar volume output per Oklahoma worker . . . $10,851 compared to national average of $10,634.

The expansion of manufacturing means more people... more jobs... more payrolls... more spendable income. WKY RADIO AND TELEVISION, in its established role of prime communicator in the market, tells the story of your products to the people enriched by this industrial expansion.



A Good Market In Which To Do More Business. Good Stations *ON* Which To Do More Business.

A few of the reasons are set forth on Page 4.

Western Ele
Photo by A.

THE POWER OF PRIDE

It's SALES power.

It's the difference between just doing what has to be done . . . and doing what CAN be done.

It's what WKY RADIO AND TELEVISION does to improve our service to our audience.

We either do it better . . . or not at all.

Example: WKY RADIO has always had better coverage than any other station in the market. But we have made three major improvements in transmitting facilities in recent months, just to widen the gap even further.

Example: WKY-TV not only was the 1st station in the market to have Video Tape. We installed TWO VTR machines, because this means better service for the advertisers.

These are just two examples, chosen because they're the kind of thing the audience generally is unaware of. But what the audience IS aware of is that WKY RADIO AND TELEVISION are the leading communicators in the Greater Oklahoma City Market.

This PRIDE does mean additional SELLING POWER. It means you're doing business with the BEST.

Being best is practically a mania with us, simply as a matter of pride. And it makes it harder all the time for others to follow us.

WKY RADIO AND TELEVISION

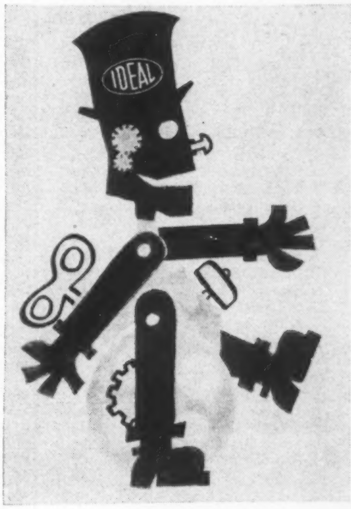
OKLAHOMA CITY
The WKY Television System, Inc
WTVT, Tampa—St. Petersburg, Fla
Represented by The Katz Agency

For tv: more of 'Mr. Machine'

The robot-like "Mr. Machine"—a key-wound plastic toy—is Ideal Toy Corp.'s ideal toy and will serve as the identifying logo in all its tv advertising this fall. It will come at the tag end of the commercial. Ideal Toy said last week that "Mr. Machine appeals to all ages and both sexes and typifies the quality and play value which Ideal strives to build into all its products."

It also serves to emphasize the tv-thinking of long-time television advertiser Ideal. A company spokesman admitted Ideal would be spending "much more" in tv, noting "every toy company that's in television is increasing" its use of the visual medium.

Ideal will commence stepped-up tv advertising this fall with a taped hour-long kid's spectacular it'll produce in New York. It will be placed, through Grey Adv., its agency, in 19 cities starting around Sept. 25. The hour show will star Shari Lewis and will carry the six-word title of *Christmas in September with Shari Lewis.*



'MR. MACHINE'
Ideal's ideal toy

The toy company has an extensive spot tv spread.

This spring the company had success with spots featuring its Monkey Stix and Dog Champion items, the latter becoming the first coast-to-coast spot campaign on behalf of hobby kits (also a new age group of 6-9 was opened for the hobby field). During the year, Ideal will continue to back top-rated children's shows (including *Bozo the Clown, Popeye* and *Three Stooges* type programming), will once again sponsor the Macy Thanksgiving Parade telecast and will debut Astro Base, "an outer-planetary installation complete with a remote-controlled, rocket-firing scout car," this year, along with a group of space helmet items made out of plastic.

Ideal has a group of dolls and various craft (including an atomic submarine model that crash dives) that will get tv support. Behind its tv thrust: signing of Andre Baruch to become the "voice of Ideal" on all toy and hobby kit commercials; first-time production of commercials using musical jingles and integration of commercials with color sales promotion films which all Ideal salesmen carry for showing to their prospective clients.

warnings come from Matthew J. Culligan, general corporate executive, McCann-Erickson, in a talk before the San Francisco Advertising Club last Wednesday (Aug. 17). The agency official also observed:

". . . Advertising differs from face-to-face communication in the circumstances of its reception. The advertising message goes to a non-captive individual with unlimited freedom to accept, reject, or ignore. It must overcome inertia and indifference."

Cities Service names Lennen & Newell

Cities Service Oil Co. (petroleum products), New York, last week appointed Lennen & Newell, New York, as its advertising agency, effective Jan. 1, 1961. Billing is estimated at $4 million, of which approximately 30% is in radio-tv.

The account will be leaving Ellington & Co., New York, which has been Cities Service's agency for the past 13 years. No reason was given for the move but reports circulated that the shift was tied in with a new advertising approach to be adopted by the company. The institutional advertising slant emphasized in recent years, it was said, will be replaced by one that will be more aggressive and designed to improve product sales.

TOBACCO AND TV

New brands spark bigger B&W budget

The tv support in introducing Belair and Kentucky Kings cigarette brands nationally earlier this year is pointed out in Brown & Williamson Tobacco Corp.'s disclosure last week that the firm's tv expenditures in 1960 will move up to a total $26.4-$28 million, compared with the $22.4-$23.8 million level in 1959. The approximate $5 million increase—all of it presumably in tv—corresponds with the report that B&W's total advertising budget will rise from $28 million last year to "at least $33 million" in 1960, according to John W. Burgard, vice president in charge of advertising.

Brown & Williamson's increasing television activity is illustrated in the recent appointment of Arthur C. Ericksen as head of tv operations. He previously handled tv activities on the American Tobacco account at BBDO. Mr. Ericksen is based at Brown & Williamson headquarters in Louisville, where one of his main responsibilities will be the placement of cigarette brands on six network programs in which B&W will participate this fall. Orders are placed through Ted Bates.

For the second half of 1960, Mr. Burgard told BROADCASTING last week, the tobacco firm's ratio between network and spot tv will be about 2½ to 1 in favor of network. In 1959, Brown & Williamson was reported to rank first in spot tv in its product category, with expenditures more than double the next company. Its Viceroy brand ranked second among all cigarettes advertised, first in spot tv and fourth in network coverage. The advertiser's radio budget is slight, but what little is spent is used mostly for tests.

"Kentucky Kings brand has taken off at a higher rate than was anticipated," Mr. Burgard declared when queried on the success of its introduction this summer. He pointed out that in the launching of various filter tip cigarettes in recent years, metropolitan areas were the first to click with the brands, but the appeal for the all-tobacco-filter Kentucky Kings has been just as great in rural areas as in the cities.

Scholarship list

The Advertising Federation of America is compiling a list of advertising marketing scholarships offered to students contemplating careers in those areas. Organizations that sponsor such awards or are interested in establishing scholarships in these fields are asked to communicate with George T. Clarke, bureau director of the Advertising Federation of America, 250 W. 57th St., New York 9, N.Y.

HIGH RATED LOCAL PROGRAMMING

MILWAUKEE

witi-tv

CBS NETWORK

TV Capital of Wisconsin

TOP AVAILABILITIES IN THE LARGEST FILM LIBRARY IN THE MARKET! CALL BLAIR Television Associates

the **STORER** *station backed by 33 years of responsible broadcasting*

National Nielsen Radio Index

NETWORK RADIO'S LEADING ADVERTISERS

Four Weeks Ending July 10, 1960

HOME BROADCASTS				COMMERCIAL MINUTES			
Rank	Advertiser	No. of B'dcsts	Total Home B'dcsts Delivered (000)	Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	Pepsi-Cola	716	342,418	1	Pepsi-Cola	242	120,035
2	Frito Co.	306	114,728	2	General Mills	246	95,994
3	R.J. Reynolds Tobacco	281	103,017	3	Metropolitan Life Ins.	105	66,427
4	General Mills	223	92,436	4	Chevrolet-Gen. Motors	110	64,289
5	Electric Autolite	128	85,254	5	Electric Autolite	96	60,770
6	Metropolitan Life Ins.	125	83,230	6	R.J. Reynolds Tobacco	179	57,145
7	Renault	121	79,572	7	Renault	91	56,072
8	Liggett & Myers	217	76,960	8	Liggett & Myers	164	54,522
9	Ex-Lax	147	68,394	9	Frito Co.	105	45,078
10	Chevrolet-Gen. Motors	99	65,035	10	Ex-Lax	88	38,747
11	American Tel. & Tel.	181	54,942	11	Oldsmobile-Gen. Motors	59	35,790
12	Time Inc.	84	51,235	12	Time Inc.	62	33,537
13	Kellogg	80	50,295	13	Automotive-Amer. Motors	66	32,672
14	Automotive-Amer. Motors	86	45,650	14	Sterling Drug	85	31,508
15	Grove Div-Bristol Myers	72	43,569	15	Kellogg	56	30,104
16	Sinclair Refining	118	40,207	16	Grove Div-Bristol Myers	53	29,854
17	Socony Mobil Oil	65	36,646	17	American Tel. & Tel.	104	29,822
18	Lever Brothers	73	33,829	18	Seven-Up	54	29,385
19	R.T. French Co.	57	33,532	19	Wm. Wrigley Jr.	66	26,862
20	A.E. Staley Mfg.	41	30,857	20	A.E. Staley Mfg. Co.	39	26,555

Ranked by total home broadcasts delivered and by total commercial minutes delivered for individual advertisers by all programs and participation on all radio networks used.
Copyright 1960—A.C. Nielsen Company

Fondren calls for ad world unity

Speak up in defense of advertising.

That was the message Lee Fondren, station manager and director of sales of KLZ Denver, gave the Advertising Club of Los Angeles and the Los Angeles Advertising Women at a joint luncheon Tuesday (Aug. 16).

Restrictive legislation, cropping up in ever increasing numbers of bills in national and state legislatures, present a "real danger to our system of marketing and advertising," Mr. Fondren declared. "Hardly a day passes when we don't hear or read of a new proposal to 'put us in our place' and protect the public from advertising."

While there is some general anti-advertising legislation, "usually the sponsor of a bill to restrict advertising picks out a single part of the business and concentrates his fire there. That way, he seems to be trying to correct a particular wrong against the public. And there's the secret. Only those in that one phase of advertising pay any serious attention to what's happening. It doesn't excite the rest of us because it isn't directed at *our* pay check.

What Hurts One . . . ■ "But it *should* concern us," Mr. Fondren asserted. "We should realize that what hamstrings one part of our industry will surely hurt all of us—and the economy of our country as well—in the long run."

In the broadcast field, he reported, "legislation is afoot to put the FCC in the program business and give it powers to suspend a license and fine the station operators in case they feel the station's programming isn't right. If this can go through, it could become a matter of government agency interpretation as to whether the stations were doing right in carrying advertising for certain products and services.

"If this can happen to broadcasting, it could happen to print, as well," he warned.

"As advertising men and women we should never tolerate unwarranted attacks on any part of the industry. . . . Of course no one would ask any of us to defend some practice we know to be wrong. In that case it should be our role to point out the bad practice to our friends in the area involved. But when we know there's another side to the story, we owe it to ourselves as well as the other ad man to speak up and set the record straight.

World Wide sells its Olympics' coverage

Three major international companies have signed with the World Wide Broadcasting System Inc. to sponsor daily rebroadcasts of the Olympic Games on a network of more than 100 Latin American radio stations. The sponsors are: International Telephone & Telegraph with its associated companies; Outboard Marine International, makers of Johnson, Evinrude and Gale motors; and Firestone InterAmerica Co., the Latin American subsidiary of Firestone Tire & Rubber Co.

The rebroadcast network includes stations from Mexico to Chile. Each of

GATES High Fidelity Album
SMOOTH as SILK

Gates 12-inch Transcription Turntable

Gates 16-inch Transcription Turntable

For truest high fidelity reproduction, play this recording on Gates Professional 12 and 16-inch Transcription Turntables

To meet the exacting performance demands in the broadcasting of transcribed music . . . to greatly improve the reproduction qualities of each on-air recording . . . these are the desires of every broadcaster. And achieving this *smooth as silk* reproduction is the primary characteristic of the new Gates 12 and 16-inch professional transcription turntables for 33⅓, 45 and 78 RPM.

Rumble for both the 12 and 16-inch models is at a new low for either broadcast or high fidelity standards, while wow and flutter far exceed acceptable standards for high-quality commercial broadcasting.

The new Gates 12-inch turntable is *identical* to the 16-inch sales leader, model CB-500. In the new CB-77 12-inch chassis is the same ingenious inner hub drive system to greatly reduce rumble, the same smooth speed change system, the same smooth and silent rocker arm, illuminated on-off switch . . . the only difference is the reduced size, affording broadcasters a more compact turntable arrangement in today's busy control room.

For complete information on both 12 and 16-inch turntables and accessories, write today for the new Gates 12-page *Turntable Guide*—yours for the asking.

GATES

GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

Offices in:
HOUSTON, WASHINGTON, D.C.

International division:
13 EAST 40th STREET, NEW YORK CITY

In Canada: CANADIAN MARCONI COMPANY

HARRIS INTERTYPE CORPORATION

In
CLEVELAND
nothing
sells
like
BEAUTIFUL
MUSIC

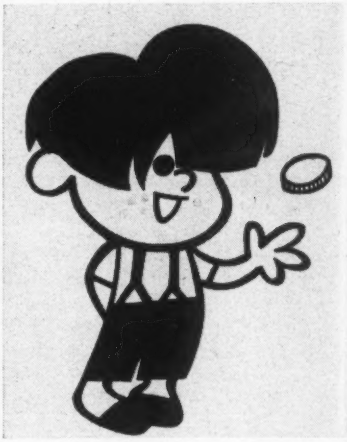
RADIO
WJW

the **STORER** *station*
backed by 33 years
of responsible broadcasting

CALL KATZ or
National Sales Offices:
625 Madison Ave., New York 22
230 N. Michigan Ave., Chicago 1

TV PREVIEW

Smart kid spots ▪ Blumenthal Bros. Chocolate Co. will use one-minute television spots on 30 stations in 21 markets this fall and winter to promote the company's Goober and Raisinet confection products. Featured "artist" will be a cartoon character named "Clever Boy" (right) who will be spotted in and around children's programs, according to Liz Vosberg, timebuyer on the Blumenthal account at Wermen & Schorr, Philadelphia. New markets to get Blumenthal business will be Cleveland, Cincinnati, Atlanta, Chicago, New Orleans, Louisville, and Norfolk (7-13 spots per week) and Boston, New York, Philadelphia, Charlotte, Baltimore and Pittsburgh (4-8 spots per week). According to Wermen & Schorr, a budget in the amount of some $200,000 will be spent on the campaign.



the programs to be broadcast in Spanish will be a half-hour in length and will feature Guillermo Caram, World Wide's director of the Latin American Div., and Raul Matas, European correspondent for WRUL New York, the key station in World Wide. Programs from Aug. 24 through Sept. 11 will originate in Rome and will be carried by radiotelephone to WRUL's New York studios. From there they will travel by wireline to the station's transmitters outside Boston where they will be beamed at 8:45 p.m. EST over four separate international frequencies (17.750, 17.845, 15.380 and 11.830 megacycles). The broadcasts are expected to reach more than three million listeners, according to Walter S. Lemmon, founder and president of World Wide Broadcasting.

Ted Bates to get Boyle-Midway account

Boyle-Midway's expected departure from J. Walter Thompson, New York, in October probably will be Ted Bates' $4.5 million gain.

When the $4.5 million Boyle-Midway account leaves JWT, that agency will lose approximately $3.6-$3.8 million a year in television billing the account is estimated to have represented. Boyle-Midway is a division of American Home Products Corp., a top national advertiser and a major tv user, and has such products as Aerowax, Aero Shave and Black Flag.

Ted Bates & Co. also is the agency for Whitehall Pharmacal, a division of American Home Products. It's been reported that Tatham-Laird, another agency sharing in the billing of American Home Products, was in contention for the Boyle-Midway business.

▪ Also in advertising

Freberg commissioned ▪ J. Walter Thompson Co., Detroit, has commissioned Freberg Ltd., Hollywood, to create and produce a national radio campaign to introduce the 1961 Ford. Plans call for a minimum of three one-minute spots to be broadcast starting in September.

Baltimore merger ▪ Brahms-Gerber Adv. has announced its merger with Birnbaum-Wolff & Co., both Baltimore. The merger creates an advertising agency with a staff of 15 and billings in excess of $1 million annually, the announcement said. The new firm will be known as BBG&W. Elected officers are Jack Gerber, president; Harold F. Wolff, vice president; Zalmen J. Birnbaum, secretary and Jack Brahms, treasurer.

Leaving La Roche ▪ The Warner Brothers Co., Bridgeport, Conn., has appointed Doyle Dane Bernach Inc., N.Y., to handle advertising of its girdles, corsets and bras, starting with the fall 1961 campaign. No definite media schedule has been set, but the budget for consumer advertising is said to be well over $1 million. The account is currently with C.J. La Rache & Co., N.Y.

On view ▪ Airequipt Mfg. Co. (slide projectors, viewers), New Rochelle, N.Y., has appointed Sudler & Hennessey Inc., N.Y., to handle its $400,000 annual budget for advertising and promotion. Starting in the fall, Airequipt will use network tv, including participations in NBC-TV's *Today* and *Jack Paar Show,* to introduce the new Superba 35 mm projector line.

"So . . . . what's so good about Movie Masterpiece?"

"It's just the most potent TV movie line-up in Denver

. . . That's all."

(. . . And it's on KBTV-Channel 9 . . . . ABC in Denver)

"Oh yes! Here are some samples for September through December."

- APARTMENT FOR PEGGY
- THE TEXANS
- SPELLBOUND
- ROMANCE OF ROSY RIDGE
- TALE OF TWO CITIES
- BELLS OF ST. MARY'S
- THEY WERE EXPENDABLE
- THE LAST OUTPOST
- STRANGE INTERLUDE
- RANDOM HARVEST
- THE MEN
- HEAVENLY BODY
- TORTILLA FLAT
- MRS. MINIVER
- MY FRIEND FLICKA
- NORTHWEST PASSAGE
- REBECCA
- CAPTAIN FROM CASTILE

"And they are on KBTV seven nights a week at 10:00 P. M."

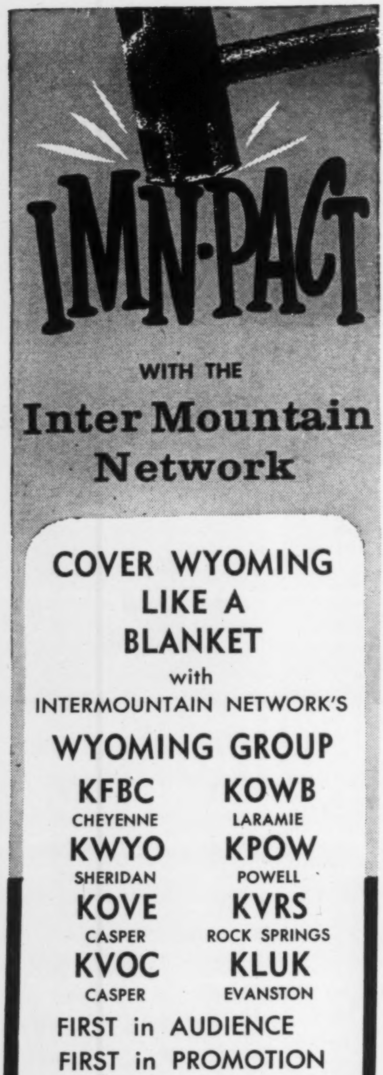
KBTV a CHANNEL 9 in DENVER

THE FAMILY STATION

SEAL OF GOOD PRACTICE

Call your P G W Colonel

JOHN C. MULLINS,
President
JOE HEROLD
Station Manager


IMN·PACT
WITH THE
Inter Mountain
Network

COVER WYOMING
LIKE A
BLANKET
with
INTERMOUNTAIN NETWORK'S
WYOMING GROUP

KFBC CHEYENNE
KOWB LARAMIE
KWYO SHERIDAN
KPOW POWELL
KOVE CASPER
KVRS ROCK SPRINGS
KVOC CASPER
KLUK EVANSTON

FIRST in AUDIENCE
FIRST in PROMOTION
FIRST for Your SALES
Ask Your Avery-Knodel
Man

YOU too
will get
the GREATEST
SALES results
when you use —
Intermountain
Network

The Nation's Most Successful Regional Network
HEADQUARTERS • SALT LAKE CITY • DENVER
Contact Your Avery-Knodel Man

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week August 11-17 as rated by the multi-city Arbitron Instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., Aug. 11	**Untouchables** (9:30 p.m.)	ABC-TV	24.3
Fri., Aug. 12	**77 Sunset Strip** (9 p.m.)	ABC-TV	19.5
Sat., Aug. 13	**Gunsmoke** (10 p.m.)	CBS-TV	26.2
Sun., Aug. 14	**What's My Line** (10:30 p.m.)	CBS-TV	20.6
Mon., Aug. 15	**Celebrity Talent Scouts** (9 p.m.) (half-hour show) and	CBS-TV	16.2
	What Makes Sammy Run? (10 p.m.) (hour show)	NBC-TV	16.2
Tue., Aug. 16	**Comedy Spot** (9:30 p.m.)	CBS-TV	14.7
Wed., Aug. 17	**Circle Theater** (10 p.m.)	CBS-TV	15.7

Copyright 1960 American Research Bureau

TV APPLIED TO APPLIANCES

Proctor-Silex's sales boom traced to tv

Proctor-Silex Corp., Philadelphia—once Proctor Electric Co., an upstart in the electrical appliance manufacturing business—now has a place among the larger corporations in the land as well as in the ranks of major tv advertisers.

For Proctor, size and tv use have been related. As the company increased its television, the firm grew in sales. In 1954, the year when Proctor first tested spot tv in New York, sales hit $4.6 million. Last year's sales were $19 million. This year the firm will show an estimated $26-27 million in consumer appliance sales. Another $13-14 million will be added from its merged and non-consumer operations this year.

The company popped into the advertising news last week by announcing it would throw its heaviest tv support yet in back of its fall (Sept. 12-Dec. 1) selling season. Proctor-Silex will be in 100 major markets through participation in six NBC-TV daytime shows (*Jan Murray, Concentration, Dough-Re-Mi, From These Roots, Make Room for Daddy* and *Here's Hollywood*).

The advertiser also noted that it would return in its tv advertising to its animated characters of Mildred and Albert (originated by Proctor's agency, Weiss & Geller; animated by Ernest Pintoff and produced by his Pintoff Productions in New York) which sold millions of toasters and irons for the company over the years.

Last spring, Proctor used a group of filmed commercials on network that featured Jerry Lewis and the comedian's wife. Mildred and Albert had been a near-advertising trade mark for Proctor on spot tv as the appliance manufacturer increased its use of the medium and entered a period of spiralling sales.

Spot to Network ▪ While Proctor-Silex got its start via spot (New York was first and Los Angeles and Philadelphia followed in the 1954 spot testing), it's tv now is all network. From its three test cities, Proctor's spot tv had grown in only a few years to spot in 40 markets. In 13 weeks of testing spot tv in New York, the number of Proctor dealers rose from 300 to 3,000. The secret of its tv success: Proctor early in its advertising strategy decided it had a product that must be demonstrated, did this on tv, using the medium spectacularly as a personal selling tool.

While Proctor-Silex could trumpet the return to tv of Mildred and Albert (recorded voices of Pat Carroll and Allen Swift) and the tv opening of 100 major markets to its product line, the big noise for tv actually was in the background:

With little fanfare accompanying its deliberations, the company is considering (1) the addition of spot to its current network and (2) the eventual debut in tv of its Silex line.

■ Business briefly

Time sales

Radio debut ▪ Henry I. Siegel Inc., N.Y., which has previously advertised its H.I.S. brand sportswear in magazines, trade papers and direct mail, will start a 13-week test run today (Aug. 22) over WINS New York, using three spots daily (Mon.-Sat.). All spots in the $15,000 campaign will be delivered in contemporary teenage jive talk, with jazz music background, by Jack Lacy, host of the *Jack Lacy Show*. Agency: Leber & Katz Inc., N.Y. It's reported that should the test run pay off, H.I.S. will buy radio nationally.

Ceeco tests radio ▪ Ceeco Engineering Corp., through Claude E. Morris & Assoc., L.A., has started a test radio spot campaign for Ceeco-Magic, treatment for brake linings and clutch

the OLYMPIC METRO STATIONS

proudly announce the appointment of

H-R

REPRESENTATIVES, INC.

as

National Representatives

KMO KOL KRKO

Your buy is SET in the Pacific Northwest with *one* purchase! Three 5,000 watters completely dominate the Puget Sound area. They are contiguous and complementary – with a slight overlap to *guarantee* positive penetration. This new concept of buying a *total* market at one rate delivers a most efficient cost per thousand, the surest penetration and indisputable impact. The Big Three are now ONE . . . delivering most of the radio listeners most of the time.

Your nearest H-R Representative has a new, exciting story to tell you – along with a brand new rate structure that will completely cancel out any problems you may have had making a smart buy in the big Pacific Northwest.

ALL THIS . . . AND *LOCALIZED* MERCHANDISING TOO!

KMO
Tacoma

KOL
Seattle

KRKO
Everett

H-R
REPRESENTATIVES
INC.

A fresh approach to an old story

U.S. Steel and BBDO, its agency, lightly ribbed steel's best customer—the automobile industry—on television in an unusual fresh approach to an old need.

The need as felt by advertiser U.S. Steel has been to remind the country's automobile buyers and riders that it's steel which makes the four-wheeled vehicle so sturdy and safe.

The new approach: a 2½ minute animated commercial that pokes a little fun at the foibles of the auto industry while ramming home the idea that the use of steel in bumpers, in wheels and even in auto trim makes for a vehicle that's better looking, safer and more practical.

The commercial's debut on *U.S. Steel Hour* (CBS-TV) on June 15 pleased client and customer Detroit. Result No. 1: the commercial, called "Materials Salesman," was repeated on Aug. 10. Result No. 2: another animated cartoon about autos is being prepared for U.S. Steel's tv spectacular "Step on the Gas" that will be networked in October.

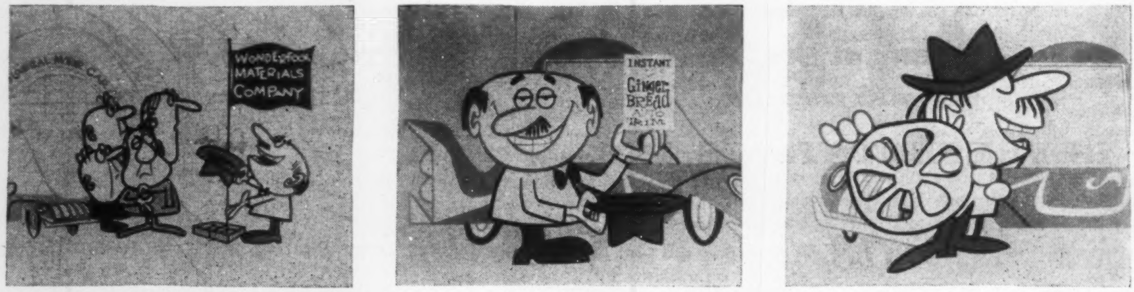
The choice of producer and talent for the commercial was regarded in this instance as part of the agency's creative effort. With this encouragement, the BBDO team—Jack Goldsmith, a tv art supervisor, and James Huff, a tv copywriter—went to work.

In reviewing their experience with the commercial the team recalled this unusual development as illustrative: Comedian Don Adams, who had been selected for the character voice of the materials salesman, became so enthused in the briefing that he took the commercial script home the night before the recording session.

When Mr. Adams appeared at the studio the next day it was obvious he had memorized the script (ordinarily all he would have had to do was read the lines) and had marked those lines he would suggest for gags or for change of emphasis. Such creative development inevitably gained theatrical quality when combined with the drawing skill of Ernie Pintoff who was producer-director via his Pintoff Productions, New York.

The "star" of the commercial is a salesman who is a sharpster with a likable quality despite his aggressiveness. He appears at the Colossal Motor Car Company (in Detroit) to sell his bag of substitutes for the steel used in automobile manufacture.

The hard-boiled president of the company, secure in the "yessing" of three vice presidents, won't take china for the steel bumper; gingerbread mix for the stainless steel auto trim or flexible putty for autos' rugged steel wheels. Consequently the salesman is forcibly ejected from the sacred domain of Colossal Motor Car Co.


WONDERFUL MATERIALS COMPANY
INSTANT Ginger BrEad AUTO TRIM

Friendly wink at Detroit ■ The U. S. Steel cartoon winks good-naturedly at Detroit foibles while stressing the importance of steel in auto manufacture. In sequence: (l) the salesman arrives at the "Colossal Motor Car Company" identifying himself as from "the Wonderful Materials Company." His audience is the Colossal president accompanied by three vice presidents in a "group think." Proposed is gingerbread for auto trim (c)—"do you know what car buyers call car trim? They call it gingerbread showing a deep subconscious desire for this Instant Gingerbread Auto Trim . . ."—and putty car wheels (r) for pliability and permitting the driver to place "driving skill against the uncertainties." Colossal is sure that steel manufacture remains the best and so provoked, the company veeps haul the salesman away while the president points to the exit rasping, "Get him out of here."

facings, on KHJ and KRLA Los Angeles. If successful, the company plans to use radio on first a regional, then a national scale.

Globe spots ■ American Oil Co., N.Y., is adding 30 to 40 markets to its radio and tv spot schedules this fall to promote the special offer of a tie-in traffic-builder in the form of a 14-inch, inflatable vinyl, eight-color globe. The globe has a retail list price of $9.95 but will be offered to American Oil customers for $3.50. In its distribution areas, including most parts of southern and eastern U.S., American Oil will promote the offer via tag lines on its regular commercials throughout the fall season. Amoco's agency is The Joseph Katz Co. of New York.

Kicks for cars ■ American football telecasts have been picked to carry the ball for foreign cars in California this fall. Northern and Southern California Renault Dealers Assn., through Len Weissman Co., L.A., has purchased one-sixth sponsorship of the 17 American Football League pro football games, Sundays and Thanksgiving, on 12 California stations of ABC-TV, sharing with five national sponsors. Competition Motors (Volkswagen and Porsche), through Doyle Dane Bernbach, L.A., will be quarter-sponsor of the 13 NCAA college football telecasts, Saturdays and Thanksgiving, on five ABC-TV stations, sharing the grid games with three other national sponsors.

Agency appointments

- Seeco Inc., Santa Monica, Calif., appoints Curtis Winters Co., L.A., to handle all advertising and publicity. Seeco designs and manufactures aircraft and missile parts and assemblies as well as automated machine tool systems.

- The Capital Finance Corp., Columbus, Ohio, appoints McCann-Marschalk, Columbus and Cleveland, as its advertising agency effective Sept. 15. John Ribbing will serve as resident account executive of the personal loan and finance-savings company.

WAVE-TV Gives You 28.8% MORE HEADACHES!

(*headaches your products can soothe, that is!*)

In any average week, at least 28.8% more people watch WAVE-TV than any other TV station in Kentucky, from sign-on to sign-off. And ALL these extra families of course have their share of headaches, sweet teeth, yens for new automobiles, etc.!

WAVE-TV gives you *much lower costs per 1,000* than any other TV station in Kentucky.

These are FACTS. Ask us (or NBC Spot Sales) for the *proof*.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

THE TORTOISE AND THE HARE

Press rates outstrip circulation since '46

The average line rate of U.S. daily newspapers has gone up 84% since 1946, while circulation has gone up only 11.1%. Sunday papers have boosted rates by 62.9% while adding but 13.2% to circulation.

These figures are from the Assn. of National Advertisers' latest report on newspaper circulation and rate trends, being released today (Aug. 22). The study, showing postwar circulation and rate patterns of each U.S. English-language daily and Sunday paper with more than 50,000 circulation, updates a similar report issued by ANA a year ago.

The report shows that morning newspapers boosted rates by 91.5% between 1946 and 1960 while net paid circulation increased 5.4%. Evening papers had a rate gain of 77.8% against a circulation rise of 10.3%. All-day papers and morning-evening combinations raised rates 68% and circulation 4.1%.

These rate figures are based on the average line rate, assuming 5,000 lines per year. Increases based on the cost of one line of advertising per million circulation run somewhat less. For instance, on this basis the rates for dailies as a whole increased 66% as compared with the 84% increase shown on a straight cost-per-line basis.

The study also reviews the rate-and-circulation trends of six Sunday magazine groups and two Sunday comics groups.

Data for the 115-page report was compiled by Standard Rate & Data Service to ANA's specifications. Nonmembers of ANA may buy copies ($15 each) from the association, 155 East 44th St., New York 17.

40th Anniversary ■ Awarding of eight $1,000 scholarships to four of Michigan's top universities highlighted culmination last Friday (Aug. 19) of week-long 40th anniversary celebration by WWJ Detroit. Scholarships went to students seeking careers in commercial and educational broadcasting.

Edwin K. Wheeler (c), general manager of WWJ-AM-TV, accepted proclamation from Mayor Louis C. Miriani (l), which named Aug. 20 as WWJ Day in observance of 40th anniversary (WWJ, founded by William E. Scripps, then publisher of *Detroit News,* went on air Aug. 20, 1920). Mary V. Beck (r), Common Council president, presented WWJ executive a council resolution "given in recognition of the meaningful role WWJ has played in the life of our metropolitan community during the past four decades."

Some 260 civic leaders attended Friday's anniversary event which included talk by NBC Board Chairman Robert Sarnoff (see separate story this page).

Increase radio news, services says Sarnoff

Radio's future lies in the "number and variety" of services it can provide to "the limit of human ingenuity and technical possibility," NBC Board Chairman Robert Sarnoff on Friday (Aug. 19) told dignitaries attending the 40th anniversary celebration of WWJ Detroit (see picture box this page).

Mr. Sarnoff's view of what radio means to the community today included a composite picture of increased attention to news, specialization on local service and more emphasis on individual or specific needs. The NBC head noted that the ability of a single fm channel to carry a number of signals simultaneously holds promise for greatly expanded use. He pointed to NBC's plans for specialized fm services for doctors.

On another tack, Mr. Sarnoff made a point of NBC's accent on youth: "Most of our top people are in their early or mid-forties, yet have 20 or more years behind them in broadcasting. We have youth seasoned with experience. . . My young organization is never bound by precedents, never afraid to try something new."

NAB committees

Memberships of three NAB standing committees were announced last week by the NAB Policy Committee. The committees are:

NAB Radio Public Relations—Robert J. McAndrews, KBIG Los Angeles, chairman; Richard W. Chapin, KFOR Lincoln, Neb.; Frank Gaither, WSB Atlanta; Simon Goldman, WJTN Jamestown, N.Y.; Joseph N. Higgins, WTHI Terre Haute, Ind.; Rex Howell, KREX Grand Junction, Colo., and A. Boyd Kelley, KRRV Sherman, Tex. All are mmbers of the NAB Radio Board.

NAB Engineering Advisory—A. James Ebel, KOLN-TV Lincoln, Neb., chairman; Warren L. Braun, WSVA-AM-TV Harrisonburg, Va.; Andrew L. Hammerschmidt, NBC; George P. Hixenbaugh, WMT Cedar Rapids, Iowa; Thomas E. Howard, WBT-WBTV (TV) Charlotte, N.C.; Leslie S. Learned, MBS; Frank Marx, ABC; James D. Parker, CBS-TV; Russell Pope, KHSL-TV Chico, Calif.; Wilson Raney, WREC-AM-TV Memphis; Robert M. Silliman, Assn. of Federal Communications Consulting Engineers; Rudy N. Starnes, KDUB-AM-TV Lubbock, Tex.

NAB Broadcast Engineering Conference—Virgil D. Duncan, WRAL-TV Raleigh, N.C., chairman; J.D. Bloom, WWL-TV New Orleans; Warren L. Braun, WSVA-AM-TV Harrisonburg, Va.; Raymond F. Guy, NBC; Leslie S. Learned, MBS. Liaison with NAB Convention Committee—Merrill Lindsay, WSOY-AM-FM Decatur, Ill.; Frank Marx, ABC; James D. Parker, CBS-TV; J.S. Petrik, KETV (TV) Omaha; B.E. Windle, WCLT-AM-FM Newark, Ohio.

New research concept, measuring significant audience in seven areas, shows more families spend more time listening to WBZ than any other Boston radio station! Get the full Pulse report from your AM Radio Salesman.

WBC WESTINGHOUSE BROADCASTING COMPANY, INC. **WBZ** BOSTON + WBZA SPRINGFIELD

REPRESENTED BY AM RADIO SALES

Look at Boston's new pulse!

ACCENTUATING TV'S POSITIVE SIDE

Syracuse seminar hears about need for a favorable tv image

Broadcasters might as well blame themselves for (1) the public's bad image of broadcasting and (2) the wide acceptance of the public-owns-the-airwaves concept.

These thoughts dominated a week-long seminar of broadcast executives that wound up Aug. 15 on the campus of Syracuse U. A score of broadcast executives attended the seminar, discussing industry issues with members of the Syracuse faculty and a group of industry executives who served as guest teachers and panelists.

A prominent educator, Kenneth G. Bartlett, public affairs vice president of Syracuse U., chided broadcasters for their failure to meet criticism head-on and their passive acceptance of adverse propaganda.

Louis Hausman, director of the industry's Television Information Office, challenged the well-worn statement that the public has legal rights to the air waves which justifies federal program regulation.

Dr. Bartlett said he had never known a business or profession "that changed modern life so much or contributed so greatly to the culture of our time or was so widely accepted in so short a time and still received so little recognition from scholars and the day-today observers of the current scene," as has the broadcast industry.

The result, he said, is "an image of program mediocrity, cliches, absurd advertising and fraudulent quizzes" that broadcasters have allowed to develop.

The Solution ▪ Dr. Bartlett said broadcasters "must conserve the best things they do, much as other means of communications do in libraries."

He proposed that individual stations consider the listeners in their coverage areas "as stockholders in a community enterprise" and that annually each station account for its past year in a pamphlet and through on-the-air reporting. These reports, resembling annual reports to stockholders of corporations, would contain a quantity analysis of program structure and quality analysis by observers with reference to station policy.

Next, Dr. Bartlett called for an overhaul of broadcasting education. "Colleges and universities in offering instruction made mistakes many years ago by concentrating on how-to-do-it courses instead of probing why it is done. The emphasis upon skills often to the exclusion of an attack on substance (the nature of freedom, the right to know, the standards of quality) led to lack of confidence in what was being offered academically."

The result of this attitude, he said, was "to widen the gap between the broadcast profession and education." He urged broadcasters to become more interested in mid-career training and said broadcast education must be centered more around study of broadcasting as a means of human communication, with more attention to the social sciences and the "social fallout" of modern science.

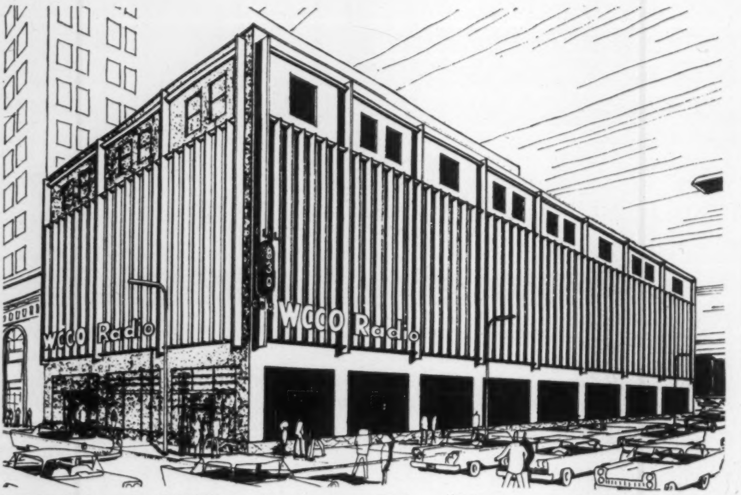
Research has been slighted, he said, deploring the fact "that so rich an industry as broadcasting has done so little to promote research into any areas, including approaches to broadcasting responsibility.

"Criticism of broadcasting will continue until broadcast leadership acquires a purpose appropriate for our time in history," Dr. Bartlett concluded. "Progress toward better broadcasting fare will be slow and tortuous until a less confused purpose is defined and personnel are trained to accomplish that goal. By means of entertainment, and otherwise, man from the sum total of offerings shall be increasingly inspired, enlightened and within the limits of human imagination, aided in understanding. If the medium, and those who work in it, would be so dedicated, I am confident that our public image would be more respected and that our contribution to human betterment would become even more important than it already is."

Serving Society ▪ Posing a series of questions confronting broadcasters who serve American society, Mr. Hausman asked seminar members to consider objectively such matters as presentation of controversial issues, the duty to provide programs "for the good of society," children's programs, offense to special groups and the program pressures of advertisers.

In raising the matter of the public's legal rights to the airwaves, he reminded that nothing happens to an airwave until a permittee builds transmitting equipment and studios, hires talent and puts on programs. "Nothing happens in terms of air transportation until private enterprise has built the airplanes and staffed them and kept them flying," he said. "On this theory it is possible that the functions of the FCC and Civil Aeronautics Board are primarily and chiefly—perhaps even exclusively—to keep signals and planes from bumping into each other."

"What precisely does the public own when we say that something is property?" he asked. "Is the public a majority or is it each individual? Are the words



Remodeling ▪ WCCO radio is revamping its present downtown Minneapolis building and is planning to put on a new $200,000 face. Plans call for remodeling its street-side facade (architect's sketch above) and rebuilding the entire broadcast area in the present WCCO Radio Bldg., with the construction of new offices, studios and the installation of new engineering equipment.

WCCO also plans a sixth floor addition with roof-garden area, adding 12,000 square feet of public rental space to the building. Vertical steel louvres will cover the exterior.

'public ownership' simply a semantic fiction or do they refer, in fact, to certain specific claims that individuals may assert.

"For example, the subway systems in New York City are municipally operated and presumably owned by the public. I suspect though that if any passenger were to take even one strap from a subway car on the assumption that this represented his portion of ownership, he'd be more likely to end up with a summons than a strap."

"If as with the British Broadcasting Corp. the government—that is, the people—owned the studios and transmitters, then there would be no question of government control of programming," he told the meeting.

Mr. Swarthy

Mr. Salant

Mr. Hausman

Mr. Stanley

Mr. Cohen

Mr. Read

Mr. Bartlett

Mr. Hausman discussed implications of the theory the public should be given what is "good for them," recalling many people didn't like being forced to see the political conventions if they looked at tv.

"There are two opposing points of view," he continued. "One view holds that what is happening is so important to the workings of a democracy that—whether it likes it or not—the audience should have no choice. This view is buttressed by the fact that there is a difference in what the viewer sees on different networks. This difference results from the editorial judgment of each network's news director who, on occasion, selects out those incidents which seem to him to serve best to clarify what is happening.

"The opposing point of view says that essentially it is the same event, the differences are slight in what the public sees on one network or another, and it is wasteful to use all facilities for one event. It goes without saying that this view asserts that it is an undemocratic limitation of choice to deny audiences access to other programs. A considerable segment of the public and critics have expressed themselves on both sides."

Forced Duty ■ Pushing the question further, he said some people say all important events should go out over all tv facilities simultaneously, with society having a right or even a duty to force its members to do things for their own good. This raises problems of application. "Where do you draw the line and who draws it?" he asked. "Should we agree with the proposition that cultural or informational programs should not be scheduled against escape fare since there is ample evidence to indicate that information of culture inevitably will lose out in such a situation? And that the people whom we most might want to inform or 'improve' are least likely to be attracted when they have another choice?"

Mr. Hausman reminded that research indicates mass media tend to reinforce and fortify existing attitudes rather than significently change them.

He asked if any one group "has the right to use a popular and limited-access medium to depict a way of life or a set of values that does not jibe with those held by the community?" And he raised the problem of controversial programming. There is ample evidence to answer the charge that advertisers shy away from news, public affairs and serious dramatic programs, he said.

Dr. Eugene S. Foster, chairman of the Syracuse U. tv and radio department, led the seminar faculty. With him on the staff were Dr. Bartlett, who heads the Syracuse Television & Radio Center; Philip Cohen, vice president of Sullivan, Stauffer, Colwell & Bayles; James Day, KQED (TV) San Francisco; Mr. Hausman; A. Louis Read, WDSU-AM-TV New Orleans; Richard Salant, corporate vice president of CBS Inc.; Edward Stanley, public affairs director of NBC, W.C. Swartley, WBZ-AM-TV Boston and Ralph Steele, of the Oregon State System of Higher Education.

AB-PT backs play

American Broadcasting - Paramount Theatres Inc. is developing a Broadway production: "A Thousand Clowns." AB-PT took over the production after it had been offered as a tv show. AB-PT and ABC-TV officials thought the comedy would be more suitable as a play than as a program. (Story is about a bachelor tv writer and his orphaned nephew.) The production in general comes under Thomas W. Moore and Daniel Melnick, ABC-TV's vice presidents in charge of programming and program development.

Mr. Salant voiced encouragement over the industry's future after hearing seminar participants talk objectively about the industry. He urged network affiliates to assume increased responsibility in keeping their networks informed about their program views. He called for improved quality in all tv programming, not merely public service.

Mr. Cohen said responsible advertising agencies believe quality programming will last and the junk will be forgotten. He said "not all agencies" merely promote violence, a charge frequently voiced, and said agencies owe a duty to their clients to advise on programming.

Mr. Stanley said the pressing world situation is leading broadcasters into increased public service programming to an extent not dreamed of a decade ago.

Station Responsibility ■ Mr. Reed contended editorializing is a responsibility of stations especially in communities having a newspaper monopoly. Before editorializing, he said, a station should first have a good, large news staff working fulltime at gathering and presenting news. He said management must have community stature to lend weight to editorials.

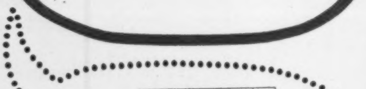
Mr. Swartley called for staff involvement in community affairs and a competitive, creative program atomsphere within stations. He said the WBZ radio and tv personnel are active in 172 associations, clubs and civic organizations, bringing community needs to the attention of the stations. He showed a film of public service programs, including an introduction by Donald H. McGannon, president of Westinghouse Broadcasting Co.

The enrollees, as listed by the university, included E. David Rosen, WAST (TV) Albany, N.Y.; Mark Edwards, WTEN-TV Albany, N.Y.; George H. Page, WSB-TV Atlanta; J. Sidney King, WBAL-AM-TV Baltimore; Richard Lusber, WJZ-TV Baltimore; Charles A.

"some days a man can't make a plugged nickel"

Says MAJOR SELLINGFORCE
(Ambrose W., at your service)

Ever get the feeling you're getting nowhere fast, old snake-killer? I did . . . that's why I gave up Indian scouting and scooted back home to South Carolina to plan ahead. Started with that 1,526-foot tower that gives WIS-TV the power to deliver the whole state (or pretty near) for **one buy.** Me, old Major Sellingforce, I planned the state so Columbia would be **SOUTH CAROLINA'S BIGGEST METROPOLITAN AREA IN THE 1960 CENSUS** . . . and that it is! Down here, population sales are jumping like a sausage on a pan. Join up with WIS-TV, old flint-dodger. It's a fighting outfit . . . MAJOR SELLING FORCE IN SOUTH CAROLINA . . . way ahead of whatever's in second place. Ask me for a folder that tells my whole life story, the good with the bad.



WIS-TV NBC/ABC
COLUMBIA, SOUTH CAROLINA
a station of
THE BROADCASTING COMPANY OF THE SOUTH
WIS-TV, Channel 10, Columbia, S. C.
WSFA-TV, Channel 12, Montgomery, Ala.
WIS, 560, Columbia, S. C.
WIST, 930, Charlotte, N. C.

Hart, WHDH-AM-TV Boston; John Hutchinson, WBEN Buffalo; Sterling Wright, WSOC-TV Charlotte, N.C.; Carl Zimmerman, WEWS Cleveland; Raymond Colonari, WICC Bridgeport, Conn.; Kendall Smith, WTIC-TV Hartford, Conn.; Thomas Briscom, WSM-TV Nashville; Edmund Cramer, WCBS-TV New York; Alvin H. Perlmutter, WNBC-TV New York; Harry Moses, WOR New York; Arthur A. Watson, WRCV-AM-TV Philadelphia; Preston Stover, WTAE-TV Pittsburgh; Raymond Gilvard, WPRO-TV Providence, R.I.; John P. Decker, WVET-TV Rochester; Arthur S. Harris, WRGB-TV Schenectady, N.Y.; Lew O'Donnell, WHEN-TV Syracuse; James McDonald, WSYR Syracuse; Herbert Victor, WMAL-TV Washington.

Radio Moscow helps CBS News cover trial

CBS News, after some harsh treatment by the U.S.S.R. in recent years, last week came in for what appeared to be special treatment. Radio Moscow made available to Marvin Kalb, CBS News Moscow correspondent, tape recordings of the espionage trial of U.S. Airman Francis Gary Powers. A check of other networks failed to turn up evidence of similar favor by Radio Moscow.

For the early days of the trial, Mr. Kalb filed voice reports by radio circuit. He had film crews on hand, but only Soviet cameras were in the courtroom, it was understood. Newsmen were allowed to take pictures off the tube of Soviet tv coverage. The first of the Russian tapes granted to CBS News was used Thursday evening (Aug. 18) on *The World Tonight*, 8-8:15 p.m. The network said it would continue to use the recordings as they arrived in America.

Mr. Kalb was accredited by the Soviet Union last spring to re-open the CBS News bureau in Moscow after it had been closed some 18 months after telecast of a play, "The Plot to Kill Stalin," on CBS-TV's *Playhouse 90* Sept. 25, 1958.

Calif. stations win public service awards

Gold medals for outstanding public service programming by California radio and tv stations will be presented to KNX Los Angeles, whose *Blackboard Dilemma* made it the winner in the metropolitan radio station class; KTIM San Rafael, non-metropolitan radio winner with *Marin Sounding Board,* and KPIX (TV) San Francisco, chosen best metropolitan tv station for *Life in the Balance*. California Governor Edmund G. Brown will make the presentation at the press-radio-tv banquet to be held during the annual California state fair & exposition, Aug. 31-Sept. 11 at Sacramento.

Gov. Brown will also present silver medals to KPFA (FM) Berkeley, metropolitan radio, *House Un-American Activity;* KRON-TV San Francisco, metropolitan television, *Medical Show;* KNTV (TV) San Jose, non-metropolitan tv, *Hooked.*

Bronze medals will go to KPFA, metropolitan radio, *Great Stories of the*

Symphony sells on WLOL-FM

Sales of season tickets for the Minneapolis Symphony Orchestra have spurted following a 12-hour public service program broadcast by WLOL-FM that city. The idea was developed by N.L. Bentonson, president, and Thomas H. Ruben, general manager of the station.

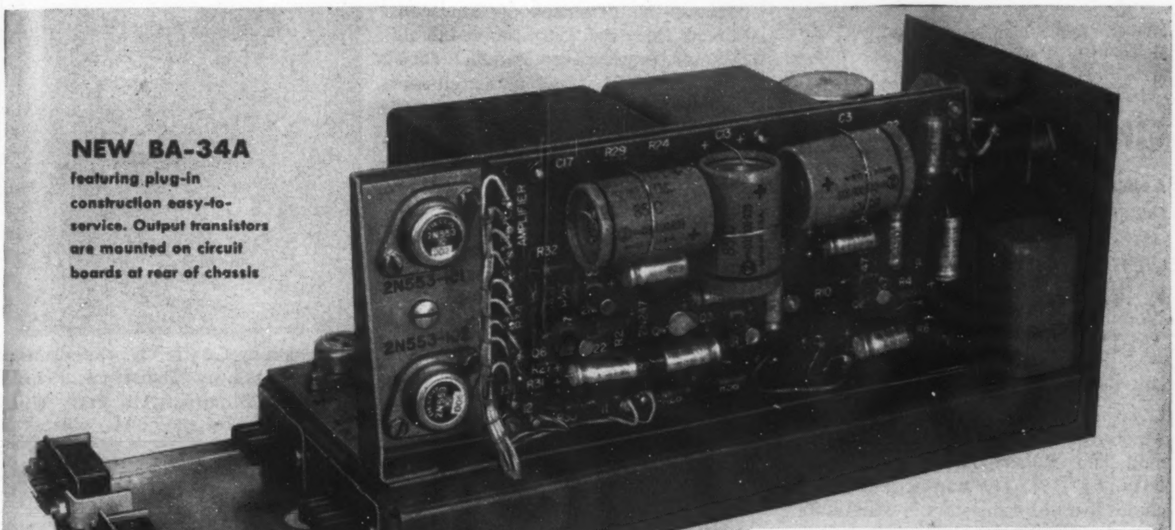
With the volunteer services of John W. Forney Inc., Minneapolis agency, the noon-to-midnight program presented a musical preview of the coming symphony season. The Minnesota Orchestra Assn. was allowed to sell time and pocket the proceeds for its guaranty fund campaign.

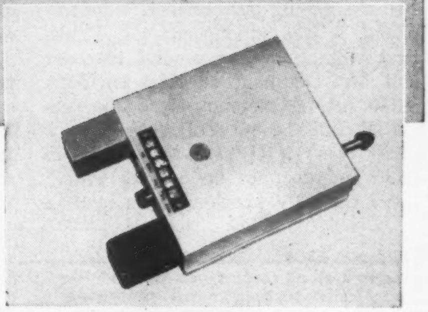
"As a public relations effort it could not have been better or more effective," according to Richard M. Cisek, assistant manager of the orchestra. "Telephone calls coming into the office reflected a universally high volume of season ticket inquiries. Largely as a result of this we now find ourselves 220 season tickets ahead of a similar period a year ago and closer to the $341,000 fund goal. This was the first time that a massive tribute of this sort had been given to us by a local radio station."

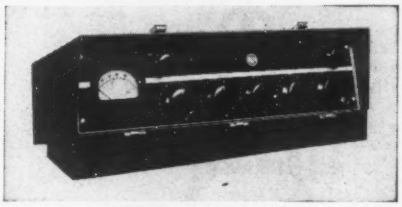
Sponsors were given co-sponsor identification at the start of each of the 12 hours during the special broadcast plus two one-minute institutional-type messages. Forney Inc. supplied copywriting, promotion and programming services.

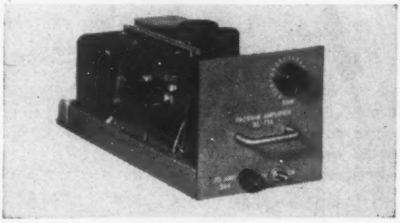
Charles S. Bellows, president of the orchestral association, said, "This was a fine public service and I know that I am speaking not only for our board of directors, but also for all members of the symphony and, in effect, the entire community, in expressing our gratitude to all who made the program such a success."

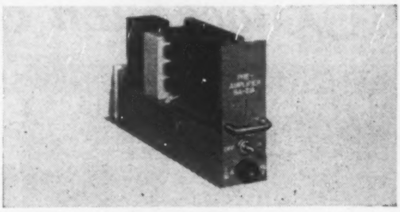
Newest in a Complete Line of RCA Transistorized Amplifiers


NEW BA-34A
featuring plug-in construction easy-to-service. Output transistors are mounted on circuit boards at rear of chassis


BA-26A Turntable Preamplifier
(Available for immediate delivery)


BN-6B Remote Amplifier
(Available for immediate delivery)


Coming: BA-33 Program Amplifier


Coming: BA-31 Preamplifier

NEW RCA 10 WATT
TRANSISTORIZED MONITOR AMPLIFIER
needs only half the space and 30% of power of earlier models!

Here's the newest in RCA's complete new line of transistorized audio amplifiers. The BA-34A is the latest in a large and famous line of RCA Monitor Amplifiers. It provides all the quality, reliability and convenience of earlier models but takes only half the shelf space and uses far less power. (Reduces heating as well as power consumption.)

Provides power output of 10 watts with excellent frequency response and very low distortion. Has bridging input and "high-gain" input for operation from low-level microphones. Standard RCA plug-in type shelf mounting—proved best and most convenient in hundreds of AM, FM and TV installations.

The BA-34A is completely compatible with other RCA audio and video units. With the BA-31 Preamplifier and BA-33 Program Amplifier it makes possible a completely transistorized custom audio installation.

Ask your RCA Broadcast Representative about the complete line of transistor amplifiers. Or write to RCA, Dept. KD-22, Building 15-1, Camden, N.J. In Canada: RCA VICTOR Company Limited, Montreal. Another fine new product from the Broadcast and Television Equipment Division of RCA!

RCA®

The Most Trusted Name in Electronics
RADIO CORPORATION OF AMERICA

World; KIDD Monterey, non-metropolitan radio, *Storm*; KPIX metropolitan tv, *Calculated Risk;* KSBW-TV Salinas, non-metropolitan tv, *News.* KVIE (TV) Sacramento, educational tv station, won an honorable mention in the metropolitan tv class for *Main Street.*

$9.75 Million ■ This amount is on the check passing from David C. Moore (r), president of Transcontinent Television Corp., to B. Gerald Cantor, president of National Theatres and Television. Transcontinent received FCC approval of its purchase of WDAF-AM-TV Kansas City on July 13. The transaction was completed last week at the Marine Midland Bank in New York City.

Transcontinent also owns and opperates WROC-FM-TV Rochester N.Y.; WGR-AM-FM-TV Buffalo; KFMB-AM-FM-TV San Diego; KERO-TV Bakersfield, Calif., and 60% of WNEP-TV Scranton-Wilkes Barre, Pa. Major owners of Transcontinent are Paul A. and J. Fred Schoellkopf, George F. Goodyear, General Railway Signal Co., Jack D. Wrather and Edward Petry Co.

Changing hands

ANNOUNCED ■ *The following sales of station interests were announced last week, subject to FCC approval:*

- ■ KDAL-AM-TV Duluth, Minn.: Sold by Red River Broadcasting Co. to WGN Inc. (*Chicago Tribune*—WGN-AM-TV) for $3.3 million (CLOSED CIRCUIT, Aug. 15). Sellers are the estate of Dalton LeMasurier (who was killed in an airplane accident in 1957), which owns 77.7%, and Odin S. Ramsland and Robert A. Dettman, each owning 11.1%. The transaction also includes five uhf translators in Minnesota. No change in personnel is comtemplated, it was announced; Mr. Ramsland will remain as general manager and Mr. Dettman, as chief engineer. WGN Inc. has common ownership with WPIX (TV) New York (*New York Daily News*). KDAL was founded in 1936 and operates on 610 kc with 5 kw. KDAL-TV went on the air in 1954 on ch. 3. Both stations are affiliated with CBS. Broker was Blackburn & Co.

- ■ KTVE (TV) El Dorado, Ark. (Monroe, La.): 80% sold by William H. Simons, widower of former FCC Commissioner Frieda B. Hennock, to Veterans Broadcasting Co. (WVET-AM-TV Rochester, N.Y.) for $347,000 plus $50,000 compensation over five years, plus agreement to have licensee repay $134,000 personal loan to Mr. Simons. Mr. Simons bought ch. 10, NBC-affilated station for $1.1 million (AT DEADLINE, July 11). He sold minority 48.9% to Veterans during past three weeks, and application for 31.7% sale to same buyer was filed last week. Present licensee, Home Broadcasting Co., still owes $850,000 on purchase, payable over number of years.

- ■ WBOF and WYFI (FM) Norfolk, Va.: Sold by J. Leo Hoarty Jr. and associates to Washington attorney Temple W. Seay for $260,000. Mr. Seay is associated with Dow, Lohnes & Albertson, Washington, and plans to retire from law practice to devote full time to his broadcasting interests. Mr. Hoarty, president and general manager of both stations, will remain as general manager of both stations; he also will be a 20% stockholder of the new ownership. WBOF, assigned to Virginia Beach, operates on 1550 kc with 5 kw daytime; WYFI uses 11.5 kw on 99.7 mc. Broker was Howard S. Frazier Inc.

- ■ WMMW Meriden, Conn.: Sold by C.A. Schultz and associates to Meriden Radio Inc. for $125,000. Meriden Radio comprises Ralph N. Weil, Arnold Hartley and Edward Connolly. Same three have interests in KATZ St. Louis and have bought KCOR San Antonio, Tex. (CHANGING HANDS, Aug. 1). Gus Kruttschnitt, now general manager of WMMW, remains as executive vice president. WMMW is 1 kw daytimer on 1470 kc. Mr. Weil heads group applying for North White Plains and Poughkeepsie, both New York.

Sacramento fm group

The six independently programmed fm stations of Sacramento, Calif., have formed a group to be called the Sacramento Valley Fm Broadcasters. Member stations are KCRA-FM, KEBR (FM), KHIQ (FM), KJML (FM),

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KSFM (FM) and KXRQ (FM). Officers are: Louis Gerlinger of KJML, president; Orel Phillips of KCRA-FM, treasurer, and Carl Auel of KEBR, secretary.

NAB tv code board moving to Life Bldg.

NAB's Tv Code Review Board will move its New York office next month to permanent headquarters in the new Time & Life Bldg., 1271 Avenue of Americas, in the center of the broadcast-advertising area of midtown Manhattan. Currently the office is located at 380 Madison Ave. in the Transcontinent Television Corp. quarters.

The New York tv code office of NAB was opened earlier in the summer with Stockton Helffrich, formerly NBC continuity acceptance director, in charge. Mr. Helffrich announced last week the appointment of Warren H. Braren as his assistant. Mr. Braren was with Ted Bates & Co.

■ Media reports

Wometco dividend ■ The board of directors of Wometco Enterprises Inc. voted a quarterly divided of 17½ cents a share on Class A and 6½ cents a share on Class B stock, payable Sept. 15 to stockholders of record Sept. 1. Wometco Enterprises, traded over the counter, includes WTVJ (TV) Miami; WLOS-AM-FM-TV Asheville, N.C., and 47.5% of WFGA-TV Jacksonville, Fla., as well as a 20-house theatre chain, vending machine operation, Pepsi-Cola franchise in Bahamas, Seaquarium in Miami and controlling interest in an "indoor playland" operation in Fort Lauderdale, Fla.

Awards handbook ■ Awards and citations given in the broadcasting field are listed in a handbook published last week by NAB. Compiled by Richard M. Allerton, NAB research manager, it contains a list of 102 separate awards and citations with full details including name and address of sponsor. This list includes awards in announcing, acting and advertising through education, editing, engineering, programming, production, public service, script writing and sportscasting. Copies are being mailed free to all NAB members.

'Not for management' ■ A public relations guide, designed "not for management" but for the staffs of stations, is currently being distributed by the National Assn. of Educational Broadcasters to its members throughout the country. Prepared by Elmer Sulzer, radio-tv communications director at Indiana U. and chairman of NAEB's public relations committee, the five-page booklet discusses public, station and internal relations; audience-building; identification with service and civic groups, and other facets of station operation. Mr. Sulzer asks and answers some 40 questions in the concise booklet, "to be read, memorized and practiced by the entire staff."

KVI editorials ■ A series of editorials by KVI Seattle, Wash., on dangers involved in the misuse of drugs has all but eliminated the situation and has earned the station praise from the Seattle police department, which cited KVI for ". . . an excellent presentation of this material to the public."

Newsman-mediator ■ Assigned to explore labor difficulties in a strike by agricultural workers against the Thomas Bowers Ranch in Gridley, Calif., Harvey Sachs, newsman for KGO-AM-TV San Francisco, brought about the first union-management meeting. In the course of interviews, Mr. Sachs learned that there had been no face-to-face meeting between the principals in the strike. Working as an intermediary he arranged for the union and Bowers to discuss their differences at a lawyer's office. First news of the arrangement was broadcast on KGO. He also arranged a second meeting planned to resolve the dispute which had halted harvesting of Bowers' $160,000 peach crop. A union representative praised Mr. Sach's work and stated that both parties owed KGO-AM-TV a debt of gratitude for bringing them together.

■ Rep appointments

- KFAX San Francisco: George P. Hollingbery Co.
- KDIX-AM-TV Dickinson, N.D.: Forjoe & Co., N.Y.
- WFEA Manchester, N.H.: Devney-O'Connell, N.Y. and Chicago, as national representative. Foster & Creed, Boston, continues as WFEA's New England representative.
- WYNG Warwick, R.I.: New England Spot Sales, Boston, as regional representative.
- KYOS Merced, Calif.: Torbet, Allen & Crane as representative in San Francisco, Los Angeles, New York, Chicago and St. Louis.
- KSXX Salt Lake City; KSVN Ogden. Utah, and WTMT Louisville: Forjoe & Co., N.Y.
- WITH Baltimore; WXEX-TV and WLEE Richmond, Va.: James S. Ayers Inc. as southern representative.
- KQTY Everett, Wash.: Art Moore & Assoc., Seattle and Portland, Ore., as regional representative.

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AM & TV Combination. $300,000.00. Owns good real estate. Radio station long time money maker, is a fulltimer. TV station breaking even and definitely on the upgrade. Good real estate. $60,000 down and good terms.

Rocky Mountain AM & FM. $125,000.00. This the only station in this small town, fulltime 250-watter with application for one-kilowatt day. Is the only FM in the area. Fairly new and in the black. This is a wonderful mamma and pappa operation.

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'DISASTER BLUEPRINT' APPROVED

Broadcast system for use in national emergency announced

A plan for an emergency broadcast system to be used in the event of an enemy attack has been approved by the FCC, the Secretary of Defense and the Office of Civil & Defense Mobilization.

Drawn up by the National Industry Advisory Committee, the plan incorporates the priority of messages to be broadcast and utilization of existing broadcast facilities. It also sets up national and local advisory committees, composed of industry and government representatives.

Under the plan, the burden of responsibility for a communications system "will depend almost entirely upon the use of non-government broadcast facilities and personnel." This is predicated on the assumption that "sufficient numbers" of commercial broadcast facilities "will remain usable" after a major attack.

Top priority of the emergency broadcast system will be presidential messages to the nation. "All stations" must carry these messages at time of transmission. Channels which would be made available for presidential use include all major radio and television networks combined as one, picking up the transmission from Washington metropolitan or peripheral area stations "that have been equipped to relay programs to the networks." The relay would be from the Federal relocation site, to newspoint, to networks. Procedures are being developed, the report asserted, to provide o&o stations of radio and tv networks with alternate control-center capability since the presidential message may originate from other than normal control points.

National programming and news will utilize the same channels as a presidential message, and will originate from either the White House, federal relocation site or newspoint.

Full Time ▪ National programming and news will be furnished intermittently on a 24-hour-a-day basis until normal broadcasting can be resumed. The service will originate from "the temporary seat of government and/or its news center." Basic personnel will consist of a 16 member emergency news pool comprised of newsmen from all media. The programs will consist of "pronouncements by federal officials, such pronouncements to be made in person," while announcements released officially by government departments will be read by news correspondents on duty at originating points.

The means by which national broadcasting can be maintained during the emergency period is reported in the plan. The setting up, testing and switching of facilities for national messages "are normally available only within the personnel of the telephone companies and network control points." However, alternate means of interconnection "are under research, development and implementation," the report said.

State and local programming will be planned by state and local authorities in conjunction with advisory committees. Federal agencies will approve state and local program plans, "following submission to NIAC for its recommendations."

Basic feeder circuits for the nationwide commercial radio broadcast networks will be provided by industrial radio microwave, multiplexed fm off-the-air relays, AT&T express routes, state inter-city remote pick-ups, among others.

Operational procedures for Conelrad implementation will be the responsibility of NIAC. The membership of this committee will consist of a basic technical committee appointed by the FCC, broadcaster representatives and the NAB. A member of this committee will act on a rotating basis as chairman *pro-tem*. The permanent vice-chairman will be appointed by the NAB. The technical committee, with representatives of "programming departments and the White House correspondents of the networks," will compose a broadcast service committee. Other committees will be formed to maintain liaison with "the entire non-government communications field to assist the government in plans for operations under emergency conditions."

Wide Range ▪ Under the organizational setup provided by the NIAC plan, 15 committees, composed of four members and a chairman, will represent the entire gamut of commercial and industrial broadcasting in the U.S.

The NIAC plan received enthusiastic approval from FCC Chairman

KFAX *Newsradio* is the NEW kind of Radio . . .

offering to the Audience a service which is *needed* and *wanted*... News Anytime! The KFAX Audience is *responsive, adult* and *able* to buy. Check Hollingbery for the latest KFAX qualitative survey...and availabilities for your fall campaign.

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Frederick W. Ford. In a letter to Clure Owen, chairman of the committee and an ABC engineer, Mr. Ford said that the plan "is an outstanding example of what can be accomplished by cooperative effort between industry and government."

The committee, composed of a cross-section of the communications industry, was appointed by the FCC in May 1958.

Copies of the plan were mailed by the FCC to all broadcast facilities in the U.S.

Union files complaint against WLS, WGN

An AFL-CIO affiliated labor union last week asked the FCC to investigate the refusal of WLS and WGN, both Chicago, to accept paid spots concerning the union's strike against Continental Air Lines. R.A. Brown, president of the Flight Engineers' International Assn. said the stations' refused the proposed announcements as too "controversial."

Mr. Brown stated that WLS and WGN have an "obligation" to carry the FEIA message on the strike. "Is it being refused because it is an advertisement by a trade union?" he asked in a telegram to the commission. "If so, this represents the rankest form of management payola and censorship."

Ralph Beaudin, general manager of WLS, said the FEIA announcements were rejected because of "copy content" and not because a trade union was involved. He said the station had offered to accept revised copy, if the following words were deleted: "Continental is without experienced flight engineers. Do not ride Continental."

WGN noted it has a "firm policy" of not selling time for the presentation of controversial issues and that when an issue becomes of "paramount interest and importance," WGN "cheerfully" grants free time within the framework of an established debate format.

'Watchdogs' gather

The Senate's Watchdog (Freedom of Information) Subcommittee headed by Sen. Ralph Yarborough (D-Tex.) held two closed meetings last week—described as organizational and general in scope. Chairman Warren G. Magnuson (D-Wash.) of the parent Senate Commerce Committee attended the first session, Tuesday afternoon. The second meeting was held Thursday afternoon. Other members of the three-man group are Sens. Gale McGee (D-Wyo.) and Hugh Scott (R-Pa.). Joe Bailey Humphrey is the majority staff member and Walter Boehm, minority.

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Boston	**WXHR**		
New York	**WRFM**	**Indianapolis**	**WFBM-FM**
San Francisco	**KDFC**	**Minneapolis**	**KWFM**
Detroit	**WLDM**	**Birmingham**	**WSFM**
Cleveland	**WNOB**	**Louisville**	**WLVL**
Pittsburgh	**WKJF**	**Baltimore**	**WFMM**
Houston	**KFMK**	**Oklahoma City**	**KYFM**
Seattle	**KLSN**	**Lansing**	**WSWM**
Kansas City	**KXTR**	**Omaha**	**KQAL**
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Murray Hill 3-5830	Andover 3-5771	Hubbard 2-4370	Dunkirk 2-3200	Exbrook 7-4827

FREE TIME COMMITMENTS SOUGHT

Harris asks networks for policy on Sec. 315; House to act today

Rep. Oren Harris (D-Ark.) got down his shotgun last week and asked the networks to tell him their intentions.

In telegrams Thursday afternoon to ABC, CBS, NBC and Mutual the House Commerce Committee chairman asked whether they plan to accept commercial sponsorship for any time they expect to make available for the major party presidential and vice presidential candidates if pending legislation is enacted to suspend Sec. 315 of the Communications Act this year.

The Senate-approved suspension measure (SJ Res 207) has been scheduled for debate in the House today (Monday) under a high-priority label attached by House Speaker Sam Rayburn (D-Tex.). The resolution is scheduled to be brought up under "suspension of the rules" parliamentary procedure to avoid possible shelving by the House Rules Committee under the usual procedure.

For that reason, the suspension proposal has not been referred to Rep. Harris' Commerce Committee, though that committee met early last week (Tuesday) to acquaint members with its provisions and the Arkansas Democrat is scheduled to manage the measure on the House floor where it will require approval of two-thirds of the members for passage.

CBS Position ▪ CBS President Frank Stanton already has announced his network will not accept sponsorship for the so-called "Great Debates" series in which all the tv and radio networks will simulcast Democratic and GOP presidential nominees John F. Kennedy and Richard M. Nixon in face-to-face encounters before U.S. tv and radio audiences.

Dr. Stanton, however, did not state his network's position on possible commercial sponsorship of presidential and vice presidential candidates in network appearances other than the "Great Debates" series.

The CBS president made it clear in his statement deciding against sponsorship of the debates on that network that while he feels "public-spirited business firms have been generous in offering to sponsor these debates, we—the CBS radio and television networks and their affiliated stations—want to make this our own contribution. . . ."

One other thing seemed fairly clear last week. The networks apparently regard the proposed debates simulcasts as a series that would bring the issues of the campaign before the voters as probably no other forum could do, and thus would be likely to attract listeners and viewers and perform a genuine and vital public service. The attractiveness and public service aspects of non-debate-type programs on which candidates would appear, on the other hand, would depend largely on the time, kind of format, conditions under which presented, the network's ingenuity, competitive considerations and many other things.

No Comment ▪ What replies the four networks have made to Rep. Harris' telegram had not been revealed by late Thursday. At the time of the CBS no-sponsorship statement on the debates, ABC and NBC withheld comment, saying that they were studying the question (BROADCASTING, Aug. 8).

It was understood that as of late last week there would be no formidable opposition to S J Res 207, passed in the Senate June 27 by a voice vote (BROADCASTING, July 4). Rep. Harris said Aug. 12 in a speech to the Arkansas Broadcasters Assn. that "a number" of House members had expressed misgivings to him over the Senate resolution.

But the Arkansas Democrat, who queried ABC, CBS and NBC last month on how they would handle requests for equal time for the nominee of a substantial third party, apparently got satisfactory answers and was able to allay some fears, especially from some southern members whose home states have considered the possibility of a party along the lines of the States Rights Party of 1948.

Oren's right to know ▪ Rep. Harris has wired networks to find out if political time will be sponsored.

The only open skepticism on Capitol Hill last week came from Rep. John B. Bennett (R-Mich.), ranking minority member of the House Commerce Committee.

'Serious Doubts' ▪ Rep. Bennett said he had "serious doubts" about delegating to licensees and networks the authority to decide whether they would make free time available to one presidential candidate and turn down another; or, to put it another way, have the authority to determine for themselves whether the party of which a candidate is the nominee is "substantial" or a splinter or fringe group.

"I may vote for it," he said, "but if I do it won't be with any great enthusiasm."

Rep. Bennett added, however, that he felt the networks will "lean over backward" this year to be fair in their political programming.

Speaker Rayburn at a news conference early last week (Monday) said that S J Res 207 would be the first legislation to be considered when the House convenes today. (The House convened officially last Monday, but has adjourned each day through the week after failing to get a quorum. The House reportedly feels it doesn't have as much pressing legislation before it as the Senate.)

Rep. Rayburn, in announcing he would request suspension of the rules for House action on S J Res 207, praised the networks for their offer of tv and radio time for the major party presidential and vice presidential candidates, conditioned on enaction of the resolution (which also requires the presidential signature).

Format Not Set ▪ Meanwhile, representatives of the Democratic and Republican presidential and vice presidential nominees had not, as of Thursday, been able to decide on the final format—and number—of debates in which they will participate on the networks. It has been said there will be a minimum of two, a maximum of five, with the number probably being settled at three or four. Neither of the candidates has expressed publicly any position on whether they would accept commercial sponsorship of the debates.

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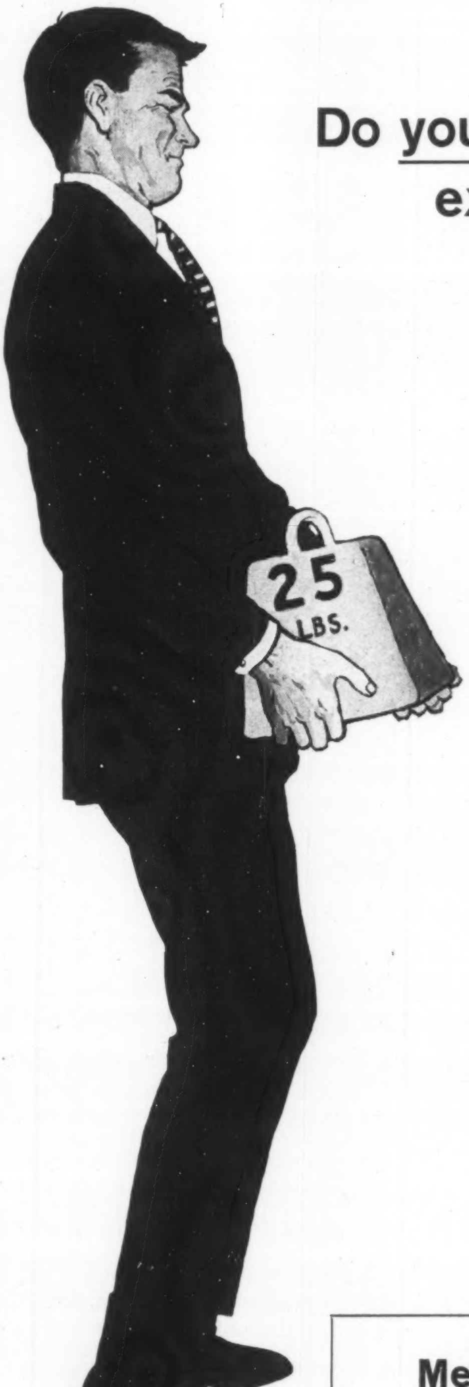

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Suppose, for the next hour or so, you carried this 25-pound weight. You'd quickly realize the burden of this extra weight on your entire body.

Many people constantly carry a similar or even greater burden—in the form of extra body pounds. And those surplus pounds are a hazard to your health.

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> **Men weighing 25 pounds above the average have an excess mortality of 20 percent, while a weight of 50 pounds above the average is associated with a death rate as much as 50 percent higher.**

After you are 30, it becomes increasingly important to control your weight—even to stay underweight. To do so, you must eat less and stick to your new eating habits. Remember, the high-calorie foods are the main pound producers—fried foods, rich desserts, creamed dishes, gravies and dressings.

Count your calories carefully. Follow a caloric chart and learn how to plan low-calorie meals and snacks.

Start your weight control program with your doctor's advice. He will see to it that your meals provide all the essential food elements needed to keep well while reducing—and thereafter. And by all means, don't be misled by "wonder" diets.

Get your doctor's advice also about reasonable exercise. It helps burn up surplus calories—and is good for muscle tone, circulation and general health.

There's no easy way to lose weight. But the struggle is worth the effort. By keeping your weight down permanently, you can avoid the burden which excess pounds put on your heart and other organs.

And you can increase your chances for a longer life —and more vitality and better looks, too.

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THE LIGHT
THAT
NEVER FAILS

FCC revises booster briefing schedule

FCC representatives will be in the West this week to explain what steps are necessary to make previously termed illegal vhf operations lawful. A previously announced schedule of visits by the field team (BROADCASTING, Aug. 15) has now been reissued by the commission to show time and place of meetings.

Meetings will be held as follows.

Prescott, Ariz.—Public Service Co. auditorium on Aug. 23 at 9 a.m.; Denver, Colo.—State Capital Senate Chamber on Aug. 24 at 1 p.m.; Casper, Wyo.—Townsend Hotel on Aug. 25 at 11 a.m.; Miles City, Mont.—Elks Club on Aug. 27 at 11 a.m.; Great Falls, Mont.—DeMolay Youth Center on Aug. 29 at 11 a.m.; Wenatchee, Wash.—Regional Library on Aug. 30 at 11:30 a.m.; Salt Lake City—State Capital, Governor's Board Room on Sept. 1 at 9 a.m.; Redmond, Ore.—Westminster Hall on Sept. 1 at 1 p.m.; Pocatello, Idaho—City Hall on Sept. 2 at 11 a.m.; Grand Junction, Colo.—KREX-TV auditorium on Sept. 2 at 1 p.m.

Dee Pincock of the general counsel's office and engineer Mac Parker from Washington plus one man from various FCC field offices will make the trip.

Vhf translators were authorized July 28 by the commission, which also provided for recognition of those stations built illegally (BROADCASTING, Aug. 1).

McConnaughey to WMNI board

Former FCC Chairman George C. McConnaughey has entered the other side of broadcasting—as a director of WMNI Columbus, Ohio. Mr. McConnaughey left the FCC in July 1957 and has been practicing law in Columbus since.

William R. Mnich, board chairman and president of WMNI, also announced that John W. Galbreath and his son, Daniel W. Galbreath, have acquired 46% of WMNI. The senior Mr. Galbreath owns approximately 20% of dark WENS (TV) Pittsburgh and is on the board of trustees of educational WOUB-AM-FM Athens, Ohio. He also owns the Pittsburgh Pirates and is prominent in real estate development and management. Frank J. Smith of the John W. Galbreath Co. was appointed to the WMNI board. The station has recently affiliated with ABC, Mr. Mnich said.

FCC asked to open Miami ch. 10 to bids

An attack on the FCC's July 14 order revoking its 1957 Miami ch. 10 grant to National Airlines and granting the vhf facility to L.B. Wilson Inc. was made last week by Elzey Roberts, former St. Louis broadcaster. Mr. Roberts asked the FCC to throw open the Miami channel to all comers and requested that National Airlines be permitted to continue operating on a temporary basis pending the outcome of any new comparative hearing.

In its July 14 decision, the commission told National Airlines to cease operating by Sept. 15. It also told L.B. Wilson that it would receive an initial four-month license (normal license time is three years) on the premise that this might encourage applicants at renewal time. L.B. Wilson was given the grant as the only one of the four Miami applicants untainted by *ex parte* representations.

National Airlines has appealed the decision to the U.S. Court of Appeals in Washington. Another applicant, North Dade Video Inc., has asked the FCC to reconsider the July order as it applies to it.

Mr. Roberts originally asked for leave to file an application in the remanded Miami ch. 10 case in December 1958. On March 5, 1959 the FCC denied the Roberts' petition as premature. Mr. Roberts objects that the FCC now considers its July 14 order as final, thus debarring further consideration of the Roberts' request to apply for the channel.

AFM legislation

The American Federation of Musicians will press for a "broad legislative program" in the interest of musicians during the next Congress starting in January, Herman Kenin, AFM's president, warned. Mr. Kenin indicated his comments were in response to an apparent show of sympathy toward musicians' problems by Sen. John O. Pastore (D-R.I.) during Senate payola legislation hearings.

Among proposals: Amendment to dispose of any constitutionality questions about the Pelly bill that would make it a crime to import foreign-recorded sound tracks for "surreptitious dubbing" into tapes of "American-appearing" tv films such as westerns and detective-mysteries, along with support of Sen. Wayne Morse's (D-Ore.) resolution (SR 126) to probe this same recording problem.

Payola bill revisions prepared for Senate

The Senate Commerce Committee was expected to report the payola bill unanimously to the Senate floor last Friday with no trouble expected in passage.

The measure (S 1898) was to have gone to the full Senate earlier in the week, but the committee staff has been busy with what it described as "perfecting" draftsmanship to make the bill completely clear.

As amended by the committee, S 1898 eliminates the provision for 10-day suspensions of station license as approved by the House (BROADCASTING, Aug. 15). It also modifies a House-approved provision, authorizing the FCC to impose $1,000-a-day forfeitures on licensees violating the Communications Act statutes and FCC rules, to specify a one-year "statute of limitations"; set the forfeiture maximum at $10,000; allow the broadcaster to reply to FCC charges before a forfeiture is imposed, and make it clear that such forfeiture action may not prejudice the licensee's standing on renewals or other FCC actions until final disposition has been made in the case affirming the forfeiture.

A staff member of the House Commerce Committee has been conferring with the Senate staff on the changes.

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BI-PARTISAN ROLE

Proxmire is for Ike's Kintner appointment

A leading critic of the Eisenhower administration—and of broadcasting, it might be added—took the Senate floor last week to condemn his fellow Democrats for sitting on two of the President's appointments.

Sen. William Proxmire (D-Wis.) said it would be ". . . foolish politically and tragic for the national interest" if the Senate fails to confirm Earl Kintner's renomination to the Federal Trade Commission and Robert Bicks as assistant attorney general and antitrust chief. Also calling for action by the majority leadership were Republican Sens. Jacob Javits (N.Y.), Prescott Bush (Conn.) and Kenneth Keating (N.Y.).

Noting that he often had opposed the President's appointments in the past, Sen. Proxmire said: "Today I am taking a contrary course. I am taking the extraordinary position of speaking out on the floor of the Senate to plead for two Eisenhower Administration nominations at this time because I have ascertained that, unless there is a change in the present situation neither of two eminently well-qualified men is likely to be confirmed."

He said he is "distressed that our own Democratic Party" seems likely not to confirm the two men. "Both of these men have been vigorous champions of free and honest competition. Both have done dramatically successful administrative jobs. Both are vehemently opposed by monopolistic big business," the Wisconsin Democrat said. "The Administration deserves a solid pat on the back for the fine performance of these two men."

Justification ■ Sen. Proxmire asked how the Democratic Party, with its 66-34 Senate majority, could reject Messrs. Kintner and Bicks and square such action with its platform plank guaranteeing the rights of all businessmen to operate free from unfair competition and monopolies.

Sen. Bush pointed out that attorney Bicks, who has been acting antitrust chief for several months, has been a highly-successful opponent of "monopolistic practices by big corporations." Consequently, he said, the failure of the Democratic Senate to confirm Mr. Bicks is "interesting because it is the Republicans who usually are charged with being too friendly with big business." He wondered whether the Democrats are holding up the nomination ". . . at the request of big business."

Commissioner Kintner has been chairman of the FTC for the last 14 months. His term expires late in September but he will be able to remain on the Trade Commission until a successor is appointed and confirmed. The Senate Commerce Committee held a brief hearing on his nomination in May but has taken no action. Mr. Bick's name still is before the Senate Judiciary Committee.

■ Government briefs

Denies change ■ FCC Hearing Examiner Charles J. Frederick issued an initial decision denying the application of WHAS-TV Louisville, Ky., to change transmitter site from that city to near Brownsboro, Ky., about 19 miles northeast of Louisville because of interference with uhf facility in Lexington, WKYT-TV (ch. 27). The examiner also denied a request by the station for increase of its antenna height from 600 to 1,859 ft. above ground.

Request assignment ■ James E. McKahan and Shasta Telecasting Corp. have asked the FCC to assign ch. 9 to Susanville from Alturas, both California, and give Alturas ch. 13. Mr. McKahan owns KSUE Susanville and Shasta owns KVIP-TV Redding. Both said they would ask for a ch. 9 station as a semi-satellite of KVIP-TV.

Looking for Drug Store Sales?

WWTV AREA DRUGGISTS OUTSELL THOSE OF 8 COMPLETE STATES!

NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

Your market for drug-store sales in the WWTV Area—Cadillac and Northern Lower Michigan—is greater than that in any one of eight entire U.S. states*!

And remember too, you need *only* WWTV to reach *all* of Northern Lower Michigan . . . and most of its drug product consumers. WWTV has NCS No. 3 circulation—daytime and nighttime—in 36 Northern Lower Michigan counties. To approach this coverage with other media, you'd need 13 daily newspapers or 16 radio stations!

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having! *If you want it all, give us a call!*

The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

**WWTV Area drug sales ($30.6 million) exceed those in Idaho, New Hampshire, Delaware, North Dakota, Montana, Nevada, Alaska and Hawaii.*

AM–TV–FM

WWTV

316,000 WATTS ● CHANNEL 13 ● 1282′ TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives

PAYOLA CHARGE HITS SNAG

D. C. distributor contests FTC indictment

The names of three radio personalities—two disc jockeys and one announcer—who allegedly received payola from a Washington record distributor were made public last week.

The identity of the purported payola recipients were included in exhibits submitted for the record on the complaint of the Federal Trade Commission against Schwartz Bros. Inc., Washington, D. C.

This is the first of the 102 payola complaints issued by the FTC which have reached a record-making stage. So far, 61 companies have signed consent orders, and one regular FTC order was issued against a New York record manufacturer who failed to contest the complaint.

The only other payola proceeding in hearing status is that of Decca Distributing Corp., New York. This was scheduled to commence July 6 but was postponed indefinitely at that time.

Identified as having received gifts from the Washington wholesaler were disc jockeys Bill Johnson, WUST Washington, and Stan Karas, formerly with WARL Arlington, Va. (now with WDON Wheaton, Md.), and announcer Dick Covington, formerly with WITH Baltimore, Md. (now with WCAU Philadelphia).

Cash, Records and Whisky ■ FCC Attorney Harold A. Kennedy told the FCC hearing examiner that Schwartz Bros. records showed that Mr. Johnson was given $50 in cash; Mr. Karas, $11.25 worth of phonograph records, and Mr. Covington, a case of whisky.

Mr. Johnson acknowledged receiving the $50, but said it was a 1958 Christmas present. Mr. Karas said that the record albums were for the WARL library and were probably still there. Mr. Covington said he could not recall receiving the case of whisky.

James Schwartz, vice president of the distributing company, said the case of whisky was sent to Mr. Covington at the request of Kapp Records and Schwartz Bros. was reimbursed for it.

Schwartz company also handles Manhattan, Cadence, and Verve among other labels.

Mr. Kennedy also showed an exhibit which, he said, indicated that an $11.50 payment had been made to "the union." The union was not identified.

Mr. Schwartz repeated his firm's denial that it had engaged in under-the-counter payments to disc jockeys or other broadcast station personnel to plug their records.

Last week's proceeding was preliminary to a Sept. 27 hearing on the FTC complaint.

In the payola order issued by the FTC last week, Dolores Enterprises Inc., New York record manufacturer, was ordered to stop giving concealed payoffs to radio and tv disc jockeys as an inducement to play its recordings. The FTC accepted an initial decision by its examiner issued in default against the Dolores company. The order provides that the New York company must not offer or give any material consideration to anyone to induce the broadcasting of records, unless public disclosure is made.

PRINCETON? M.I.T.?
VASSAR?

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100
Households	423,600
Consumer Spendable Income	$1,761,169,000
Food Sales	$ 300,486,000
Drug Sales	$ 40,355,000
Automotive Sales	$ 299,539,000
General Merchandise	$ 148,789,000
Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a.m. to midnight 7 days a week.

KNOE-TV
Channel 8
Monroe, Louisiana

C B S • A B C
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Northeast Louisiana State College, Monroe. One of nine 4-year colleges within our coverage area.

Reconsideration plea for Vail Mills ch. 10

Try as it might, the FCC cannot put ch. 10 Vail Mills, N.Y., comfortably to rest. Veterans Broadcasting Co., one of the original applicants for the facility, has asked the commission to reconsider its July grant of ch. 10 to Capital Cities Broadcasting Corp. (BROADCASTING, July 18).

Contending that it has not received a full hearing, Veterans stated that the commission's final decision to award ch. 10 to Capital "is obscured in the technicalities of rulings . . ." Capital has been operating WTEN (TV) in Vail Mills on a special temporary authority granted in 1957, and the U. S. District Court on July 7 denied a request by Veterans for a stay against the STA (BROADCASTING, July 11).

An August 1959 initial decision to Capital Cities took note of the fact that five congressmen are minority stockholders in the company and made it "manifestly superior" in the area of civic participation. Veterans states that the commission has given great significance to this fact which is undeserving on the record. The petition states that the commission points out that civic activities are of interest only when a principal officer, director or stockholder will be active in the affairs of the applicant. But, Veterans claims, there is no showing whatsoever that the congressmen involved will be active in the affairs of Capital.

PROGRAMMING

TV LESSONS FOR CANDIDATES

ABC-TV trains politicians in air tactics

Tv-conscious political job-seekers trooped to "schools" in New York and Washington last week as part of a nationwide curriculum organized by ABC-TV to teach politicians the do's and don'ts of tv campaigning.

Classes were held (Aug. 17) under the auspices of WABC-TV New York and WMAL-TV Washington. WXYZ-TV Detroit held its coaching seminar several weeks ago and the venture was termed "very successful," attracting about 150 politicians.

Other affiliated stations are expected to conduct their schools in coming weeks as the political campaigns move into high gear. Stations which have notified ABC-TV they intend to hold such courses in the next few weeks are KABC-TV Los Angeles, KGO-TV San Francisco, WFIL-TV Philadelphia, KOMO-TV Seattle, WTCN-TV Minneapolis-St. Paul, WHBQ-TV Memphis, WTAE (TV) Pittsburgh, WLWI (TV) Indianapolis, WNHC-TV New Haven, WLWA (TV) Atlanta, WISN-TV Milwaukee, KAKE-TV Wichita, and KBTV (TV) Denver.

ABC-TV officials noted that information they had obtained from station executives indicated the classes were of interest to incumbent U.S. congressmen and senators, as well as lower-echelon politicians, including sheriffs and councilmen.

Among elected officials, ABC-TV said, its stations had received communications, expressing interest, from such political personages as Rep. Carl Elliot (D-Ala.), Rep. Joe M. Kilgore (D-Tex.), Rep. Bruce Alger (R-Tex.), Rep. John V. Lindsay (R-N.Y.), Rep. Martha W. Griffiths (D-Mich.), Rep. Robert T. Ashmore (D-S.C.), Rep. Thomas N. Downing (D-Va.), Rep. Don L. Short (R-N.D.) and others.

Sen. Leverett Saltonstall (R-Mass.) advised WMAL-TV that he would be away from Washington this summer, but suggested that his executive secretary participate and pass on the information.

The courses generally will be conducted by programming and news executives at the stations and cover such topics as material preparation, speech delivery, camera and microphone technique, dress and makeup.

The session at WABC-TV in New York attracted approximately 100 politicos, including candidates, campaign managers and organization workers. They were drawn from New York, New Jersey and Pennsylvania. Instructors were Joseph Stamler, vice president and general manager, WABC-TV; Bill Shadel, ABC-TV commentator; and Scott Vincent, WABC-TV newsman and announcer.

The "students" included a candidate for the U.S. Senate, seven for congressional seats, freeholder and sheriff bidders, and an aspirant for the vice presidency of the United States. The last-named was Mrs. Myra Tanner Weiss, vice presidential candidate of the Socialist Workers Party of New Jersey ticket. Mrs. Weiss quipped during the instruction: "I asked for equal time and got it."

Among the suggestions offered by WABC-TV officials to the tv tyros were: Wear light blue shirts and somber ties and take off jewelry; keep your eye on the cueing device and not on the camera lens; don't shuffle papers as you speak ("it sounds like a fire"); don't tap the desk ("it comes out like a trip-hammer"); don't lean back in your chair or twist around to look at a chart ("your voice will be a block away"); avoid use of involved charts ("they come out like one big blur on the screen.")

Mansfield foresees election overhaul

Sen. Mike Mansfield (D-Mont.), Senate majority whip, thinks television may cause a change in the way the candidates for President and Vice President are nominated and elected.

Addressing the Senate last week, he complimented the tv networks for "an outstanding job" of covering the political conventions, but said he suspects the "very excellence" of the tv coverage has led millions of Americans to question the present nominating and elect-

Advertisement

$22,539,189,000.90 . . . . . . is the Retail Sales figure for WINSland, New York, where 17,127,000 people reside.

For further details, call WINS Sales Dept., New York City.

HOP, SK IP AND JUM

A fun game for the young innocents, but one that has no place in the hard school of salesmanship. Ask any merchandiser who has successfully sewed up KELO-LAND'S 73,496 square miles. He'll tell you that no one tv station can begin to cover it alone. Nor can any piecemeal "package" of two or three unrelated stations. Only one television beam does deliver all 103 counties to you—completely, simultaneously! That's powerful KELO-tv SIOUX FALLS and its KELO-LAND booster hookups. The whole, fantastic multimarket — with just one single-station rate card. Thorough KELO-LAND coverage at less cost-per-thousand than you'd have to cough up for hop-SKIP-and-jump makeshift deals.

CBS • ABC

KELO tv LAND

KELO tv SIOUX FALLS; and boosters
KDLO tv Aberdeen, Huron, Watertown
KPLO tv Pierre, Valentine, Chamberlain

JOE FLOYD, President
Evans Nord, Gen. Mgr.
Larry Bentson, Vice-Pres.

Represented nationally by H-R
In Minneapolis by Wayne Evans & Associates

'Sit well forward' ■ This bit of professional advice was given Rep. John R. Foley (D-Md.) during a WMAL-TV Washington training school for politicians. The instructor was Pete Jamerson, talent director, one of a half-dozen WMAL-TV personnel who served as faculty members at an Aug. 17 session.

In photo (l to r): Messrs. Jamerson and Foley; Rep. Robert T. Ashmore (D-S.C.), and Hank Wilson, assistant director. Other students were Lee Potter, special assistant to Republican National Committee, and Georgiana Sheldon, of the committee staff, and William Oriol, press secretary to Sen. Harrison A. Williams Jr. (D-N.J.).

Other faculty members were Dick Richmond, news-special events director; Thom Winkler, tv producer-director, and Ted McDowell, tv program manager.

The political figures were shown how to act natural, use pancake makeup ("tax-deductible") if necessary to hide beard, avoid "busy" clothes or ties, look at the lens and watch for cues. Tips were given on use of prompters and voice techniques.

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ing procedure.

Obvious questions viewers ask as they watch the conventions on tv, he said, are: Who selects the delegates? Why are some worth only a half vote? Why do some states split their votes and some cast them as a unit? Who waves the men and women who wave the signs?

Other less obvious questions: Who pays convention expenses? Do some candidates have blocks of votes cemented beyond the reach of deliberation? How much influence do voters exert on selection of candidates? He said he feels tv's "stark revelations" may induce enough popular pressure to modify the convention nominating system. He thought nominating campaigns should be limited to a one-month period and that the public should pay the campaign expenses of candidates both in nomination contests and in the election.

Daly bans re-runs

Lar Daly, splinter candidate, notified the FCC, NBC and stations Aug. 17 he has property rights in an NBC-TV *Jack Paar Show* appearance July 7 and will not permit re-runs without written permission. The Daly time was ordered by the FCC after a previous appearance by Daly's "opponent." NBC said Aug. 18 it had not received the Daly letter and had no intention of re-running the appearance. The candidate based his property right claim on the fact that his Paar appearance had been ordered by a government agency.

Celebrities group will support Nixon

Formation of a Celebrities for Nixon Committee made up of "names" in the entertainment, sports and other fields, was announced last week. Actor-dancer George Murphy, honorary chairman, said members of the group plan to appear in "two or three" television spectaculars or rallies in behalf of the GOP presidential candidate before election day.

Co-chairmen are actress Helen Hayes and motion picture director Mervyn LeRoy. Jules Alberti, president of Endorsements Inc., a New York firm which acts as liaison to handle endorsement agreements between advertisers and celebrities, is executive director. Mr. Alberti said members of the group will make tv and radio shorts for broadcast exposure in behalf of Mr. Nixon's candidacy for the presidency and that similar endorsements from people who are not celebrities may be used in the campaign.

A spokesman for the celebrities group said its members include Democrats and independents as well as Republicans and that they'll offer their talents free of charge in behalf of their candidate.

Democratic audience broke all records

A.C. Nielsen Co. announced last week that the largest reported audience in tv history viewed the Democratic convention proceedings on the three networks the week of July 12, with 86% of U.S. tv homes, representing 38.7 million different tv families, having watched the coverage for an average of 9 hours and 38 minutes during the five-day session. Comparable data for the Republican convention will be available in two weeks.

Nielsen officials noted that in 1956, 88% of tv homes, representing 32.1 million different tv families, viewed the Democratic coverage at that time for an average of 9 hours and 39 minutes.

Daily audience, Nielsen said, ranged from 32.7 million homes viewing the coverage on Wednesday (July 13) to a low of 25.6 million homes tuned during the closing Friday (July 15). An average of 13.2 million homes viewed each minute of the convention, but even when the ballotting for a presidential candidate continued into the early hours on Wednesday, 12.7 million homes stayed tuned and saw Sen John Kennedy win the nomination at 1:54 a.m. EDT Thursday.

Nielsen plans to release radio and combined radio and tv audience data (Alaska and Hawaii are not included in the tv audience counts).

Based on Nielsen figures, NBC-TV emerged in number one position for the average audience minute for the five days, listed at 5,509,000 homes, followed by CBS-TV, 4,836,000 homes and ABC-TV, 1,898,000 homes. Similarly, with respect to share of total home hours of viewing, NBC was first with 50%, followed by CBS, 36% and ABC, 14%.

Political sidelights

■ Farrell Dobbs, Presidential candidate of the Socialist Workers Party,

ALASK
CALIF.
PENN.
DAK.
TENN
ILL
NEW YORK
MASS
OHIO
B. Simpson

ALL LANDSLIDES DON'T GO DOWNHILL

All adhesive bandages are not **BAND-AID** TRADEMARK Adhesive Bandages

The registered trademark BAND-AID is one of the most widely known in the world . . . recognized in more than 75 countries. It is an adjective indicating Johnson & Johnson as the source of a product and is never the name of a product.

It is used in connection with a whole family of products made only by Johnson & Johnson . . . and is always followed by a product name as—BAND-AID Adhesive Bandages, BAND-AID Clear Tape, BAND-AID Sheer Strips, BAND-AID Moleskin Adhesive, etc.

We appreciate your mentioning our trademarks along with our products, and we hope you will continue to do so. But when you do, won't you please use both correctly?

Johnson & Johnson

Nixon meets newsmen in tv studios

Vice President Richard Nixon chose a television studio as the site for news conferences last week. Mr. Nixon held a telecast news session Aug. 17, 7-7:30 p.m., in the studios of WFMY-TV Greensboro, N.C., with 75 newsmen participating. A few days earlier he had held a similar conference in the studios of WCSH-TV Portland, Me. It was fed to a state hook-up. Mrs. Nixon held an off-air news conference at WFMY-TV for women reporters and editors.

Gaines Kelley, general manager of WFMY-TV, had cleared a full hour of time for the presidential candidate's conference. It was followed by a public speech at the Greensboro Coliseum where a "Skating and Coffee Party with Pat and Dick" was held. The vice president is a 1937 graduate of Duke U., Durham, N.C.

announced last week his party has sent a letter to Rep. Oren Harris (D-Ark.) chairman of the Interstate & Foreign Commerce Committee, protesting the "attempt to rush through suspension of the equal time radio-tv provisions of the Communications Act without any hearings." Mr. Dobbs said the Socialist Workers Party asked for an opportunity to appear before the committee and express its views on this issue.

■ Kirk Le Moyne Billings, vice president-account executive of Lennen & Newell, New York, named by Democratic presidential nominee John F. Kennedy (D-Mass.) as his campaign coordinator in North and South Dakota, Wisconsin and Nebraska. Mr. Billings formerly was vice president-advertising manager of Emerson Drug Co., Baltimore.

■ CBS-TV has postponed plans to present NBC commentators Chet Huntley and David Brinkley on its *Person to Person* program on Oct. 20 (Fri., 10:30-11 p.m.). Robert Milford, director of CBS-TV network programs, New York, said the postponement was made because "we can't fit it into our schedule; elections are coming and too much is going on." Mr. Milford said CBS-TV intends to place the NBC commentators on a future but still undetermined *Person to Person* program.

■ Formation of a National Committee of Business and Professional Men and Women for Kennedy and Johnson was announced last week by Sen. John F. Kennedy. Among members of the group are Frank M. Folsom, chairman of the executive committee, RCA; Murray D. Lincoln, general chairman of Peoples Broadcasting Corp., and Ross D. Siragusa, chairman and president of Admiral Corp.

■ Harold C. Stuart, president of KVOO-AM-TV Tulsa, last week was appointed vice chairman of the Democratic National Committee's finance committee by Sen. Henry M. Jackson (D-Wash.), Democratic chairman, and Sidney Salomon Jr., who heads the Democratic National Committee's finance unit.

■ Vice President Nixon's new "brain trust" Campaign Advisory Council met for luncheon with the Republican presidential nominee in Washington last week. Among members of the group is Brig. Gen. David Sarnoff, board chairman of RCA.

■ A series of nine weekly nighttime programs, titled *Presidential Countdown* will be carried on CBS-TV for eight successive Mondays in the 9:30-10 p.m. period starting Sept. 12 and ending with a telecast Friday (Nov. 4) in the same time period. The series is the tail-end part of the Westinghouse Electric Corp. political year package on CBS-TV and will include a look at the events, issues, personalities and color of the presidential race as it progresses from week to week.

■ WIS-TV Columbia, S.C., carried complete live coverage of the re-convention of the state Democratic Party, held Aug. 15 at Columbia. The party met to decide on its stand in the November elections. This was the first time the event had been covered live by a tv station, WIS-TV said.

■ WTIC-TV Hartford, Conn., has offered free radio-tv time after Labor Day for a series of six debates designed to include Connecticut candidates for Congress.

NBC-TV plans special on radio-tv history

The history of network radio and television will be presented by NBC-TV as a two hour or longer program during the 1961-62 season, it was announced last week by David Levy, vice president, programs and talent, NBC-TV.

Tentatively titled *35 Years of Broadcasting*, the program will trace the evolution of broadcasting from its start in 1926 until the present. Radio recordings, still pictures, newsreel footage, film and tape will be integrated into a live program, originating from a theater with an audience. The program will be under the supervision of Richard L. Linkroum, vice president, NBC Special Programs, and will utilize the resources of Donald Hyatt, director, NBC Special Projects, and his unit.

Mr. Linkroum said that historical data and recording from radio's early days are sought, and he called upon all broadcasters to submit ideas for the program.

MGA-ATFP PACT Musicians to vote on terms today

Musicians Guild of America has made an interim agreement with the Alliance of Television Film Producers. It permits the more than 20 ATFP companies to proceed with the scoring of their new tv films while awaiting ratification of the new contract terms by MGA members. Terms were submitted to an MGA membership meeting Aug. 14 and approved by a vote of 102 to 15 by those present. However, the total was less than the quorum required by the organization's bylaws. Another MGA meeting has been called for tonight (Aug. 22).

Polls will be open all evening for the convenience of members and so as not to conflict with their professional engagements. MGA Chairman Cecil Read said, "On a Monday instead of a Sunday, we expect to get the necessary number of votes with no trouble at all. The votes taken last Sunday can't be counted, of course."

According to a summary of terms released by MGA, the new contract guarantees one-and-one-half hours of live scoring for each half-hour film of a series, with a basic rate of $55 per musician, plus 4% vacation pay. This provides 50% more live scoring than MGA's current contract with the major motion picture studios for their tv films.

One man playing alone receives double pay, as do the leader and the playing orchestra manager. A non-playing orchestra manager receives time and a half. Premium rates are to be paid for work after midnight and on Saturdays, Sundays and holidays. Wages in all categories under the pact are approximately 14% higher than those being paid under tv film contracts of the American Federation of Musicians, MGA officials said.

No Show Jumping ■ The contract limits the use of a music track to the series for which it was recorded, in perpetuity, so that it may never be used for another series. The producers also agree not to augment a live scored series with outside sound track unless

COLORCASTING

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

Aug. 22 (10-11 p.m. **What Makes Sammy Run?** Purex through Edward H. Weiss.

Aug. 22-26, 29-31 (11-11:30 a.m.) **Price Is Right,** participating sponsors.

Aug. 22-26, 29-31 (12:30-1 p.m.) **It Could Be You,** participating sponsors.

Aug. 23, 30 (9:30-10 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Dancer-Fitzgerald-Sample.

Aug. 24, 31 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Aug. 26 (9:30-10 p.m.) **Masquerade Party,** Hazel Bishop through Donahue & Coe, Block Drugs through Grey Adv.

Aug. 26 (10-11 p.m.) **Moment of Fear,** Lever through Sullivan, Stauffer, Colwell & Bayles.

Aug. 27 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking, Nabisco through Ted Bates.

Aug. 27 (10:30-11 a.m.) **Ruff and Reddy Show,** Borden through Benton & Bowles.

Aug. 27 (1:55-conclusion) **Major League Baseball,** part.

Aug. 27 (7:30-8:30 p.m.) **Bonanza,** RCA through Kenyon & Eckhardt.

Aug. 28 (8-9 p.m.) **Music on Ice,** sustaining.

Aug. 28 (9-10 p.m.) **The Chevy Mystery Show,** Chevrolet through Campbell-Ewald.

Aug. 29 (7:30-8:30 p.m.) **Riverboat,** Del Monte through McCann-Erickson; Revlon through Warwick & Legler, and sust.

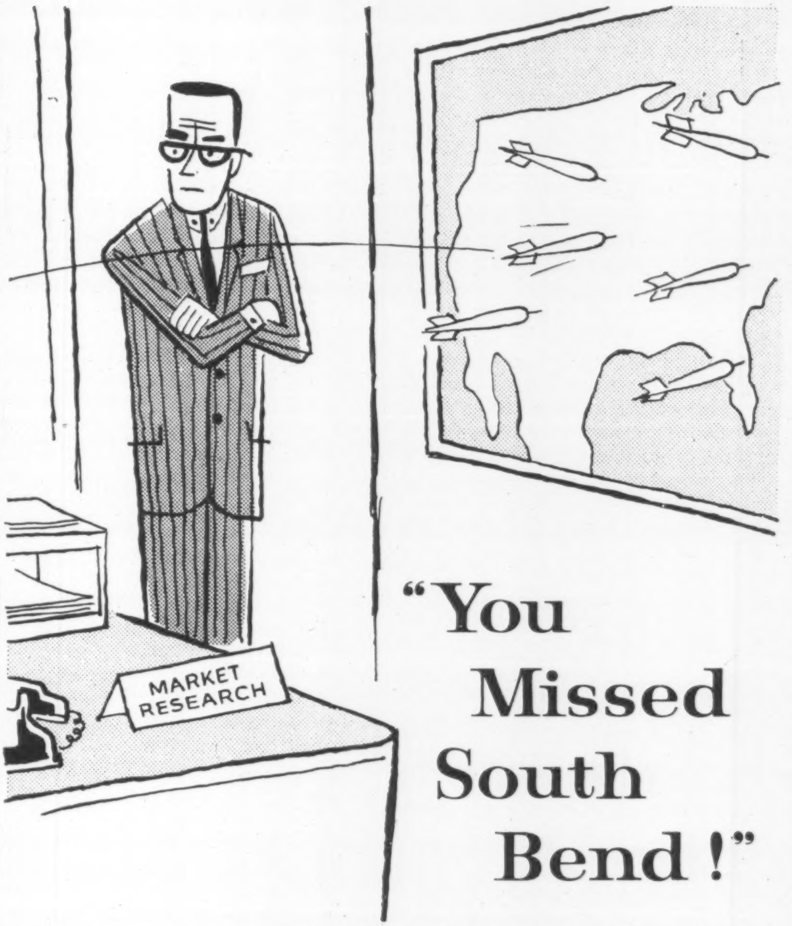
they guarantee that no less than an average of 10 men will be used on all live scoring for the series.

Once a series is committed to live scoring, the producer must continue to score it live for the duration of the two-year contract, subject only to cancellation of the series by the sponsor or the network, MGA officials said. Under the AFM contracts, producers could discontinue live scoring at any time, they commented.

Other highlights reported by MGA are: The maximum number of musicians used in scoring themes must be employed again at least once in each production season. Orchestra leaders are required when six or more musicians are employed. Musicians playing more than one instrument receive 50% for the first double, 20% for the second and third and 10% for the fourth. To live score a pilot film or one not part of a series, the film must be entirely live scored with no outside track and a minimum session of three hours for each half-hour of film is required.

The contract also calls for re-use payments to musicians, copyist and arrangers if tv films are released in theatres or when the tv film sound track is used for phonograph record albums, transcriptions or for any other commercial purpose.

At the beginning of any contract



"You Missed South Bend!"

The rules are explicit, George. You don't score in South Bend when you hit Chicago. Why, goodness, you're missing more than $1.7 billion in buying income and $1.1 billion in retail sales. Worse, though, you're forfeiting 915 thousand affluent customers who are burning to buy. In South Bend Metro alone, household income is $7553, individual income is $2246—highest in Indiana. And how they eat! Last year they devoured better than $248 million in staples and goodies. Same with drugs, clothes and appliances. It's a big target, George.

And here's how to hit it—with one shot. Propel your product into this rich 15-county market with the distinctive voice of WSBT-TV. A full CBS schedule, peppered with top-rated local shows, accounts for WSBT-TV carrying 34 of the top 50 locally-favored programs, 12 of the top 12 and 14 of the leading 20. No wonder WSBT-TV gets 47.8% of the sets in use in this 3-station market. *This* station pulls because it penetrates.

Want the fine points? Call your Raymer man. He'll dart right over.

WSBT-TV
SOUTH BEND, INDIANA
Channel 22

CBS TELEVISION NETWORK

ONE OF CBS' HIGHEST-RATED STATIONS

Ask Paul H. Raymer, National Representative

year, the producer may elect to bring his entire tv film production under the tv scoring plan of the major motion picture producers, guaranteeing a minimum of an hour of recording for each half-hour of tv film produced by the company.

Fringe Benefits ■ Sideline musicians and copyists also get increased benefits and all employes are covered by the present motion picture health and welfare plan. MGA has the right to reopen the contract on this point, on 60 days notice.

Pending ratification, ATFP member companies have made arrangements for live scoring of two-thirds of the new filmed programs produced in the current production year, MGA said.

"In just two short years since we announced the formation of MGA, we have increased the number of American made shows utilized live music from approximately 5% in 1958 to more than 75%, covering all prime network tv film time, the overwhelming majority of whom are under MGA contract in the major studios or the proposed ATFP contract as outlined," Mr. Read said. "With the exception of the *Danny Thomas Show*, this is all new work, which the AFM previously forced into using foreign canned music."

Hour-long weather

Continuous weather reports and forecasts will become a morning feature on WTIC-FM Hartford, Conn., starting in October. During a 12-month test, the unceasing reports will be broadcast from 6:30 a.m. to 7:30 a.m. with additional hours to be scheduled as the public demands. The test is being conducted by the station and the U.S. Weather Bureau and is expected to demonstrate the value of a public weather communications service which could be transmitted continuously over fm multiplex channels which require low-cost receivers.

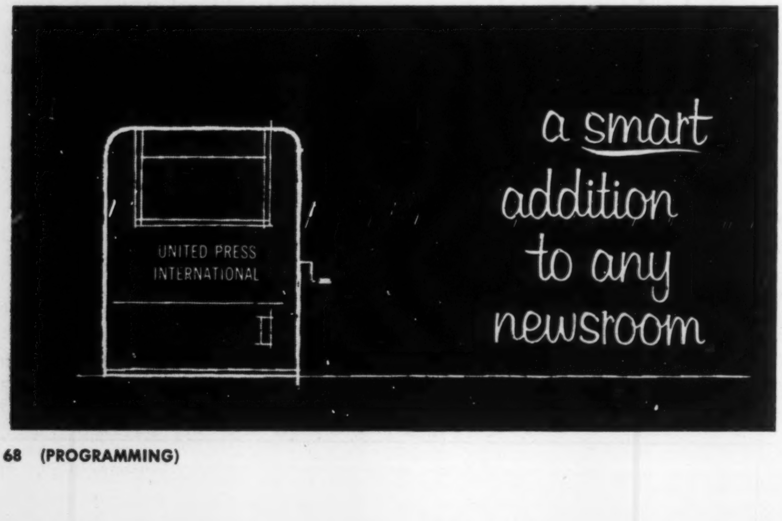
WABC to start new religious show policy

WABC New York has "reappraised and realigned" its Sunday religious programming structure. Next month the station is cancelling 10 paid religious programs. New public affairs, news and music programs will be substituted. Included will be 90 minutes of public service time for use by New York religious broadcasters. The decision is effective at the close of broadcasting on Sept. 11.

Negotiations are underway with four New York religious bodies to determine how their free time period will be put to use. As yet, the new religious block has no fixed time period, no title and no specific format. But it will be divided among the local Protestant Council, the Archdiocese of New York, the Board of Rabbis and the National Assn. of Evangelicals. Their joint program will be produced in cooperation with WABC's public affairs department. A WABC spokesman points out that while the total number of Sunday religious program hours will drop from 13 to approximately 7½ hours, the station will still be carrying "almost double that of any other New York radio station. Aside from the 90 minutes being given to local religious broadcasters, which was described as a move to develop a "complete New York religious composit," the station will be carrying paid ABC network programs as well as 90 minutes of sustaining network religious programs. Representatives of the participating groups expressed "enthusiastic" endorsement of the new broadcast policy, the station reported.

NTA realigns

National Telefilm Assoc., N. Y., has realigned its sales operation into two main divisions—eastern and western. E. Jonny Graff, vice president, will be in charge of the eastern division, with headquarters in New York, while Berne Tabakin, vice president, will head the western division, headquartering in Beverly Hills. The move follows the spin-off of NTA from National Theaters & Television and the shift of NTA headquarters from Beverly Hills to New York (BROADCASTING, Aug. 15).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AFM tries to block sale of post-'48 films

The American Federation of Musicians last week sought temporary and permanent injunctions in the U.S. District Court for the Southern District of New York that would block the sale of 122 post-'48 Warner Bros. pictures to Creative Telefilm & Artists Ltd., Toronto. Creative Telefilm plans to lease the films to tv stations.

The union alleges that under the terms of contracts between musicians and the producer, the films may not be exhibited on tv without prior negotiation and consent of the union. The court is asked to decree the contracts valid and to bind Warner Bros., the defendant, to their terms.

An AFM spokesman later said that the contracts, entered into by the leading producing studios, including Warner Bros., specified that the companies would negotiate with the AFM before they released films to tv. He said the pacts covered work performed by musicians between 1948 and 1958. In the past, he added, several formulas were implemented for payment when theatrical films were sold to tv. These included 5% of the sales price to the Musicians' Performance Trust Funds, and a re-scoring fee amounting to one-half of the television rate, which went to the musicians. The spokesman added that in the future, the AFM is committed to a formula in which any payment would be directed to the musicians only.

Officials of Warner Bros. would not comment on the union's action. The show cause order is returnable tomorrow (Aug. 23).

The AFM complaint notes that "according to information and belief," Warner was to receive a payment of $11 million on Sept. 1 for the 122 feature films and was to share equally with Creative Telefilms in all receipts realized over the first $11 million.

Columbia plans sale of post-'48s to tv

Columbia Pictures Corp. will start to release the first of its 400 post-'48 pictures later this year through its tv subsidiary, Screen Gems, Abe Schnei-

Just plain Bill

What was Billy the Kid really like? In a stab at "unprecedented realism," a spokesman said, California National Productions will unmask the legendary heroes of the West for a new tv film series entitled *The Lawless West—the Legend and the Men.* CNP is digging through news accounts of the times, diaries, books, and the collections of historical societies to develop the characters in their true light. CNP does not believe the series will disillusion viewers of "fictionalized" westerns, but rather, will attract additional viewers to the western program fold. Allen H. Miner, writer-director of CNP's *The Lawless Years,* will produce, direct and write the new half-hour true-life episodes. Production is underway at MGM studios in Culver City, Calif.

der, Columbia president, reported last week.

Mr. Schneider did not reveal the number of pictures that will be offered to tv, observing that this factor would depend on market conditions. He said some of the films may not be released to tv but re-issued to theaters.

He reported that Screen Gems earns between $35-$40 million per year and noted that most of Columbia's fiscal 1960 profit resulted from Screen Gems and other activities not related to theatrical producing and distribution.

Columbia will become the fourth major studio to offer some of its post-'48 films to tv. Other companies which have taken this step or have announced plans for such a move are United Artists, Warner Bros. and 20th Century-Fox.

Three CBS o&o's buy 40 Fox post-48s

National Telefilm Assoc., New York, was reported Thursday (Aug. 18) to have completed negotiations for the sale of 40 Post-'48 20th Century-Fox features to three CBS-TV owned stations. The price for the total package is estimated to run about $600,000 and represents the first sale of Fox Post-'48 films.

Neither NTA nor the CBS-TV stations would comment on the transaction, but it was reported that the contract was expected to be signed over the past weekend. The films were bought for showing on WCAU-TV Philadelphia, KMOX-TV St. Louis and WBBM-TV Chicago.

NTA has been attempting to sell the features in various markets, though officially the company has not announced it holds the distribution rights to the films. Recent negotiation sessions have been held with the RKO General stations but officials there said "we have not made any deals."

Included among the 40 features are "A Letter To Three Wives," "Come To The Stable," "All About Eve," "Down To The Sea In Ships," "Father Was A Fullback," "The Gunfighter" and "Mr. 880."

UAA post-'48s

United Artists Associated last week formally announced placement of 26 post-'48 feature films into immediate distribution to tv stations. The package, titled "Boxoffice 26," includes such films as "The Barefoot Contessa," "Attack," "King and Four Queens," "Bandido," "Comanche," "St. Joan" and "The Monte Carlo Story."

■ Film Sales

"Popeye" (UAA)

Sold to KOMU-TV Columbia, Mo.; WHIO-TV Dayton; WEAU-TV Eau Claire, Wis. Renewed by WTVW (TV) Evansville, Ind.; WINK-TV Ft. Myers, Fla.; WSFA-TV Montgomery, Ala.; WAVY-TV Norfolk, Va.; KMTV (TV) Omaha; WMTW-TV Portland, Maine; WPRO-TV Providence, R.I.; WGEM-TV Quincy, Ill.; KRON-TV San Francisco, and WCTV (TV) Tallahassee, Fla.

Great Music From Chicago (WGN [Chicago] Syndication Sales Dept.)

Sold for video tape showing to KTTV (TV) Los Angeles; KPLR-TV St. Louis; KTVK (TV) Phoenix; WFAA-TV Dallas and KPRC-TV Houston. Series initially was telecast locally on WGN-TV Chicago during 1959-60 season and will be resumed again Oct. 23.

"Brothers Brannagan" (CBS Films)

Sold to WCBS-TV New York; WFAA-TV Dallas; KWTV (TV) Oklahoma City; WTVH (TV) Peoria, Ill.; WBAY-TV Green Bay, Wis.; WGR-TV Buffalo, N.Y.; WCNY-TV Watertown, N.Y., and KYTV (TV) Springfield, Mo.

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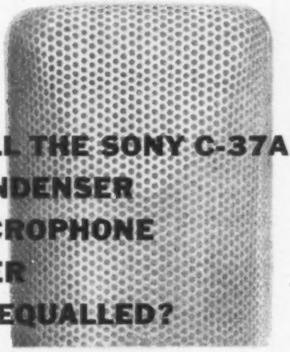
"Books and Brent" (produced by WBKB [TV] Chicago and distributed by Stuart Brent Enterprises Inc., that city—video tape.)

Sold to WOR-TV New York, and KHJ-TV Los Angeles, Calif. (A radio series also is being sold to stations across country, with over 100 requests thus far for audition recordings.)



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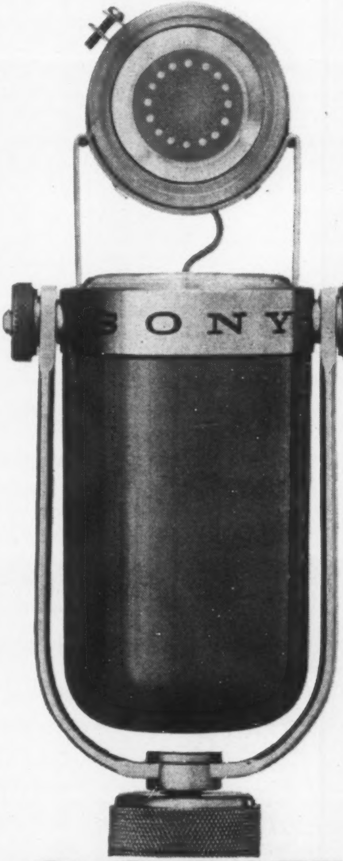

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RED-EO-TAPE READY FOR ROAD

Red Skelton unveils three mobile units in his feet-first jump into tv production

The $1 million Skelton Red-Eo-Tape mobile tv system—three 40-foot busses which together comprise a complete tv studio on wheels—was shown to newsmen Thursday at the new Skelton Studios in Hollywood. The three-acre plant, formerly the Charles Chaplin Studios, is being completely remodeled for tape and film production of tv shows and theatrical motion pictures at an overall cost of $2.5 million, according to comedian Red Skelton, owner of the operation.

First part of the Red-Eo-Tape system is the bus housing controls for three RCA live color cameras, one RCA color film camera and three RCA black and white cameras with provisions for an additional three when needed. Here the switching between cameras is handled, together with the creation of electronic special effects. The control room contains three RCA color monitors and up to 10 monochrome monitors. The audio portion includes facilities for 18 microphones, two tape recorders, a record turntable and multiple sound effects equipment specially designed for the unit by Ampex.

Bus No. 2 holds the video recording equipment, two Ampex recorders with full splicing and editing facilities. The sound is not only recorded on the same tape as the picture, but also separately on a multiple-channel recording device for ease in editing and in scoring music and effects. This unit also holds the 16mm and 35mm film and slide projectors.

The third bus, completing the system, contains two 85,000-watt generators powered by International Harvester and Hall Scott engines. It provides storage space for cameras, cables, microphones, tripods and other equipment and its rear portion holds a complete repair shop for use on location. All units are completely air-conditioned. With them, a complete tv show can be recorded on tape or film from any location without need for external equipment or personnel. It can be edited, have sound dubbed in, titles and film or tape portions integrated, with the show ready to go on the air by the time the unit is back from location.

On distant trips, the three large busses will be supplemented with seven other vehicles, Mr. Skelton said. These will hold wardrobe, makeup, camera equipment, a carpenter shop, emergency supplies and two trucks will open into bleachers with overhanging microphones to get audience reaction for shows done in remote locations.

Skelton Studios, home base of the operation, contains three sound stages providing 25,700 sq. ft. of stage space. One stage is being converted into an audience studio seating 300 people in addition to an orchestra and production personnel. The other two will be available for tape or film production.

Charles Luftia, Mr. Skelton's business partner and executive producer, will function as executive vice president of Skelton Studios. Edward M. Hillie, for the past seven years a producer, director and production executive at Desilu, has been named studio manager, with Bernard Barron, former studio and production manager at American-International and previously with Crosley Broadcasting Corp., as assistant to the studio manager.

Robert L. Cobler, chief engineer for Skelton Studios, comes from CBS-TV, Hollywood, where he was active in colorcasting and designed the original color matte key generator which received an "Emmy" nomination. Ruper F. Goodspeed, director of technical operations of two color studios. Messrs. Cobler and Goodspeed were co-designers of the Red-Eo-Tape mobile units.

RED SKELTON

His tv busses are ready to roll

Other technical personnel include Charles E. Schmidt, former technical director, studio and field supervisor at NBC-TV Color Studio in Burbank, Calif.; Wililam A. Jack, for 10 years a lighting director at NBC-TV; Willis O. Freitag, engineer at CBS-TV Hollywood; Carl Hanseman, color video control engineer at NBC-TV Hollywood; Richard D. Scovel, vtr engineer for Jack Linkletter's *On the Go* series; Kenneth D. Gustafson, tv engineer at CBS-TV Hollywood; William Wight, also tv engineer at CBS-TV Hollywood; David B. Graham, engineer at NBC video tape center, Burbank; Bob Greenseth, cameraman at CBS-TV Hollywood; William J. Lohnes and John E. Braislin, cameramen at KCOP (TV) Los Angeles; Ronald L. Olney, engineer at NBC-TV; Patrick King, video tape operator at CBS-TV, and G.W. Scott, former test driver-demonstrator for Crown Coach, which built the Red-Eo-Tape busses.

Mr. Skelton reported that Skelton-Luftig Productions will produce two hour-long specials for Timex, in which he will appear, and one for Chevrolet, in addition to his participation in two of next season's Dinah Shore shows for Chevy. A special Christmas show, starring Mr. Skelton as Rip Van Winkle, is also in the works, he said, with CBS-TV trying to find a sponsor.

A number of tv series are planned which Skelton-Luftig will produce as full series, not pilot films, for sale na-

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tionally to sponsors or networks or market-by-market to individual stations. These include, he said, *The Adventures of Marco Polo,* to be taped abroad with a second mobile tape entourage following the route of the early adventurer all the way from Venice to China; *Society As I See It,* with Cobina Wright as the seeing "I"; *The Adventures of Junior,* based on the "little kid" Skelton character created on radio, and *20 Years in Sing Sing,* based on the memoirs of Warden Lawes.

All of the tv programs will be made in color, Mr. Skelton stated, commenting that they will be sold for network use in black-and-white at black-and-white prices. Skelton Studios will get back its color production costs when the programs are rerun in color, he said.

NRLB to investigate cartoon firm charges

Animation Inc., Hollywood, has charged violation of the Landrum-Griffith Act against IATSE Screen Cartoonist Local 839, in a complaint filed with the National Labor Relations Board by Earl Klein, Animation president.

Mr. Klein said he lost a cartoon subcontract when the union's business agent pressured UPA Pictures, Hollywood, against doing business with Animation which has no contract with the local. UPA subsequently cancelled the deal, Mr. Klein said.

Ralph H. Kennedy, regional director of the NLRB, said the complaint will be investigated.

Animation Inc. was involved in a six-week long strike called by the Screen Cartoonist Guild several months ago. The strike was called when Mr. Klein refused to incorporate a specific clause which would limit his business dealings to firms having guild contracts, according to the company announcement.

■ Program notes

Ziv-UA business upbeat ■ Ziv-UA reports that domestic sales in the first half of 1960 are running about 18% over those for the comparable period of 1959, with 1,080 market sales completed between Jan. 1-June 30, 1960. The report shows that Ziv-UA product is carried in more than 90% of the nation's 269 markets and on almost 89% of the 528 commercial stations. The compilation does not include sales of re-runs by the company's Economee division, which is said to be "enjoying its greatest year since its inception."

Knock the rock ■ WICO Salisbury, Md., took a survey and discovered that only one out of five families in that city listened to all three radio stations combined. Three years ago—"before rock' 'n' roll," according to WICO's manager Robert Doyle—four out of five families listened to radio. Mr. Doyle decided a good music format was the answer. The schedule features 12 minutes of uninterrupted music. followed by two or three minutes of product-mentions, then back to 12 minutes of music. ABC news is presented hourly.

'Ledger' entry ■ NBC-TV has announced a new hour-long series titled *The New York Ledger* for presentation in the 1961-62 nighttime schedule. Created within the NBC Program Development Dept. by Ross Donaldson, director of creative services, the series will "give an authentic but fictional treatment" to stories about people and situations in New York City as reflected on the pages of a mythical New York daily newspaper, *The Ledger.* Besides two permanent stars, each episode will have a major guest star, portraying a resident or transient in New York and caught in a "poignant or suspenseful situation."

Plans for Dan ■ Young Productions Inc., Philadelphia, will produce the new *Diver Dan* tv series in association with Brain Cartoons Inc., that city. *Diver Dan* is a children's underwater fantasy that uses a combination of live characters and live and animated fish. It is photographed in color in 7-minute episodes with the entire series in a 104-episode package. Segments can be combined to make shows of varying lengths. The series can be used as a separate show or part of an existing one. It is also in black and white for tv stations without color facilities. Scheduled for release in late September, *Diver Dan* has been sold in 15 domestic and 1 foreign markets with sales over $500,000 to date, according to executive producer Hal Tunis.

Okay! ■ The Chipmunks, Ross Bagdasarian's novelty characters, whose first Liberty record sold 5½ million copies in the fall of 1958, will be starred in a new half-hour tv series, *The Alvin Show,* scheduled for release in the fall of 1961. Series will be cartoons, produced by Format Films with Mr. Bagdasarian, who created the characters under the name of David Seville, providing the voices of the chipmunks and other characters for the tv series as he did for the records. Ashley-Steiner has been signed as exclusive agent for the series.

Capsule radio feature ■ Creative Services Inc., Chicago, has added six one-minute and two five-minute capsule radio features to its library. The properties, announced by G. Edward Riley, vice president and sales director, are: *Titus Moody, Senator Claghorn, Ann Thomas, This I Predict, Fascinating Facts* and *The Money Man,* all 60-second features, and *The Lew Parker Show* and *Al Helfer Sports Show.* The programs are now being made available to radio stations in the U.S. and Canada and three more will be added by September. Creative Services (75 E. Wacker Drive, Chicago) supplies complete merchandising kits and contests to stations in the interest of re-sales to local and regional advertisers.

Ping-pong ■ Producer Larry Stusser, who currently has a series on bridge on KTLA (TV) Los Angeles, has started video-taping a pilot for a half-hour series of championship table-tennis matches. The pilot is being made at Paramount Television Productions, where both male and female ping-pongers will compete. Henry Schrage is co-producer; Tip Corbin directs and Cleve Herman will provide commentary.

Double buy ■ KGMB-TV Honolulu has purchased a complete film library of 130 features and the color and black-and-white cartoon series *Q.T. Hush, Private Eye* from M&A Alexander Productions Inc., L.A.

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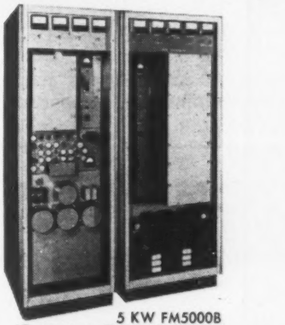

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GLOBAL TV IS GETTING CLOSER

World-wide broadcasts two years away, space expert predicts

Transoceanic tv in two years. This is the prediction of top flight space communications expert, Dr. John R. Pierce of the Bell Telephone Labs.

Dr. Pierce, who sketched a global satellite communications system in 1954, emphasized that tv via space relaying may come sooner, but such a feat would be a stunt, the scientist explained.

This might be done via the Echo I balloon, now in its second week in orbit, Dr. Pierce noted, or via an active relay satellite—such as the military tried, and failed, to put into orbit last week.

Scientists at the National Aeronautics & Space Administration have no plans to use the present, balloon passive-type communications satellite for wideband transmissions capable of handling video signals, it was reported there. This does not foreclose such a use by a nongovernment firm, although none has reported yet that such an attempt will be made.

NASA reported that a second balloon is scheduled for the end of this year, or during the first quarter of 1961. Wideband relaying may very well be included in tests for this satellite, it was said.

Try Courier Again ▪ Another try to launch an active radio relay satellite will be made in a few months, it was announced last Thursday following the explosion minutes after blastoff at Cape Canaveral of the military Courier I-A satellite.

The Thor-Delta-Star rocket, launched by the Air Force, appeared to be traveling normally when it exploded in the air.

It was carrying a 500 lb., 51-in. satellite jammed with 300 lbs. of radio sending and receiving equipment including five midget tape recorders.

The satellite was scheduled to be put into a 700-750 mile orbit.

Similar to the "Score" satellite which broadcast President Eisenhower's 1958 Christmas message to the world, the Courier was a U.S. Army Signal Corps development, produced by Philco Corp., for global military communications.

It carried four transistorized microwave transmitters and receivers, a baseband combiner and five tape recorders. Four of the tape recorders were for data storage and one was for voice communications. The outer shell of the melon-shaped "bird" was covered with 20,000 solar cells for power energy from the sun's rays.

The relay, scheduled to be used initially on a delayed time basis, was capable of handling 3.4 million words in every five minute pass. Circuits comprised one voice and seven teletype channels. Ground stations are located at Fort Monmouth, N.J., site of the Signal Corps Labs., and an Army installation in Puerto Rico.

Echo I Working Well ▪ Meanwhile, the passive balloon communications satellite (AT DEADLINE, August 15) continued its 1,000-mile high orbit for the second week with continuous reports of successful transmissions and reception.

One of the highlights of Echo I's first week was the first regular telephone conversation between California and New Jersey via a bounce from the satellite.

Also reported in the first 10 days aloft was an Air Force "bounce" between Trinidad and Rome, N.Y. Successfully accomplished also was a round trip, "double bounce" circuit from a Naval Research Lab. facility in Maryland to Bell Telephone Labs. space laboratory in Holmdel, N.J., via regular AT&T circuits, to the satellite and down to Jet Propulsion Labs.'s Goldstone, Calif., installation—and back again.

Holmdel is using 10 kw on 960 mc, while Goldstone is using 10 kw on 2,390 mc.

On the first day aloft, Collins Radio used the 10-story high, aluminized balloon (measuring 100-ft. in diameter) to send a message from its home office in Cedar Rapids, Iowa, to another office in Dallas, Tex. The balloon was also used to relay pre-recorded messages by President Eisenhower and Sen. Lyndon B. Johnson (D-Tex.), chairman of the Senate Space Committee, between the two coasts.

The Echo satellite was said to be

ADMIRAL FIGHTS JAP FLOOD

Seeks reappraisal of U.S. trade policies

An "immediate reappraisal" of American trade policies with Japan, in view of its continued flood of electronic exports, was requested of the Republican administration by Admiral Corp. last week.

Ross D. Siragusa, Admiral president, cited "alarming increases" in the shipment of Japanese components the first three months of 1960 and asserted they can't continue for long "without inflicting serious and permanent damage on American suppliers." (The figures: receiving tubes, up 383%; loudspeakers, up 233%; transistors, up 1,059%.)

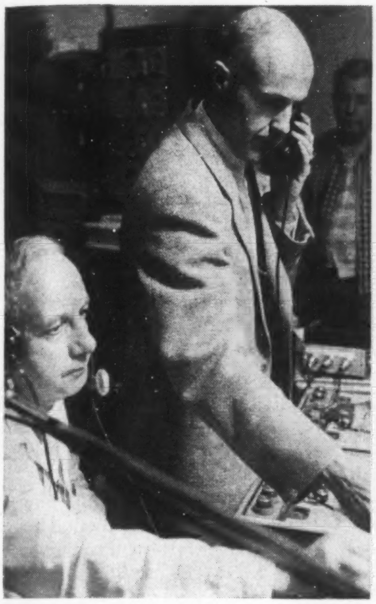
In expressing hope for a re-evaluation of those policies, he expressed belief that American workers and industry should not be "forced to suffer because of our government's wide open door policy and lack of restrictions." The request for government action came in a "background memorandum" released by Admiral Corp.

Citing U.S. Commerce Dept. statistics on shipments and sales, Admiral pointed out there is no limit on the import of Japanese radios, while comparing a U.S. duty of only 12½% to one of 18% on American radios shipped to Japan. On the other hand, Japan limits American imports by licensing restrictions (only 835 radios were shipped there last year). Additionally, Admiral noted, Niponese electronic plants are highly automated.

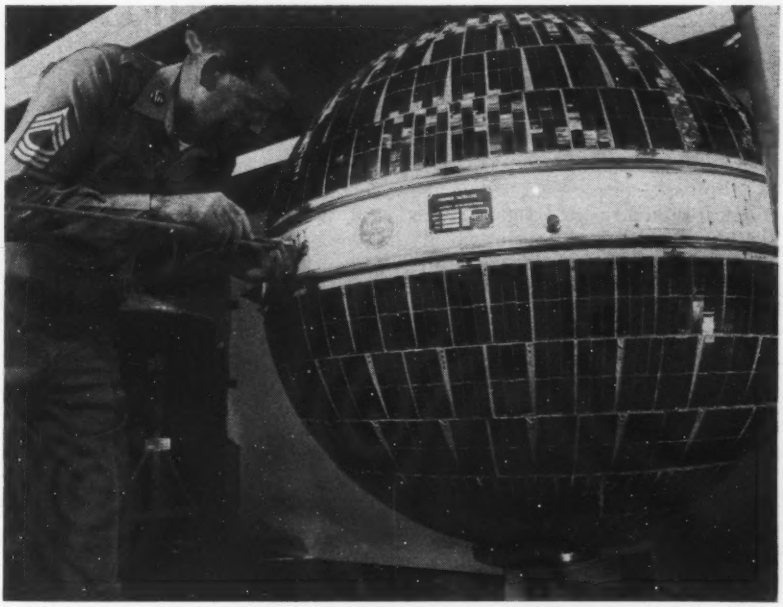
EIA Split ▪ Mr. Siragusa charged that most American manufacturers have "taken the line of least resistance" in combatting heavy Japanese exports, buying from Japan components or complete radios for marketing under their own brand names. Admiral has, on the other hand, followed an aggressive "Buy American" program refusing to use these foreign components.

Electronic Industries Assn., though it asked the Office of Civil and Defense Mobilization to take action last year, is "split" within its own ranks because of the different practices of its member companies, Admiral claimed. It also cited a statement by International Brotherhood of Electrical Workers Local 1031 that Chicago area employment of union members dropped 14,000 the past three years. The 42-000-member labor group bought a 26-week series of spots on WGN Chicago, urging listeners to "Buy American."

Mr. Siragusa noted that the Japanese will invade the U.S. with tv receivers



Toll call to space ■ At the Bell Telephone Labs "space station" at Holmdel, N.J., project engineer W.C. Jakes (standing) is shown talking to the Jet Propulsion Lab., Goldstone, Calif., via voice channels bouncing off Echo I, the 10-story-high, aluminized balloon 1,000 miles up. This was one of the first voice circuits using the passive satellite which was sent whirling into orbit in space on August 12.



Ride that failed ■ A Signal Corps master sergeant is shown installing a microwave whip antenna on the Army's Courier I-A. This is the space radio station which was to be sent into 700-mile orbit August 18, but which was blown to bits when the rocket vehicle exploded minutes after being launched. Built by Philco Corp., the 500-lb., 51-in. sphere is plastered with 20,000 solar cells to convert sunlight into power. It is packed with 300 lbs. of electronic communications gear—including four transistorized transmitters and receivers and five miniature tape recorders. Plan was to use the Courier as a delayed-time repeater, capable of gulping and storing 340,000 words a minute in every five-minute pass over a ground transmitting station and unloading the same traffic when passing over a ground receiving station later during orbit.

capable of 98% reflectivity at frequencies up to 20,000 mc. It is traveling at a speed of 16,000 mph, and takes 15-minutes to pass over a given area. It weighs 137.4 lbs. Two wafer-thin transmitters are attached to the balloon underneath its aluminum skin permitting accurate aiming of ground antennas.

Although the hollow sphere has an estimated life of one year, scientists are concerned about its efficiency after it enters darkness. This will occur at the end of this week, it was estimated. If the bag loses the warming rays of the sun (which aided in expanding the sphere after ejaculation from the rocket), it is feared that the satellite may become misshapen and that this might affect its ability to reflect radio signals properly.

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in the next few months but he predicted they won't enjoy the same success.

Apart from the threat of "serious and permanent damage" to U.S. manufacturers, there's also evidence of "attempts to delude the American public with highly questionable marketing practices for Japanese radios," Admiral claimed Thursday.

Jerrold's '60 catv gross was $2 million

Jerrold Electronics Corp.'s nine community television systems, sold two weeks ago for $5 million to the H&B American Corp. (BROADCASTING, Aug. 15), brought in $2 million in fiscal 1960, Milton J. Shapp, president of Jerrold, disclosed last week.

Mr. Shapp also said that Jerrold would use the $5 million for the acquisition of other catv systems or small electronics companies. He made his remarks to the Philadelphia Securities Assn. where he also estimated that Jerrold's sales and revenues for fiscal 1961 would be about $8.5 million, "about equal" to the 1960 revenues. Jerrold's fiscal year ends the last day in February.

■ Technical topics

Tubes to Japan ■ General Electric Co., Schenectady, N.Y., announced that the new Japanese color tv industry which begins colorcasts next month will use G.E.'s ultra-sensitive GL-7629 image orthicon. Already 12 tubes have been ordered by five broadcasters with half of that total earmarked for Nippon TV Network.

Sales up, profits down ■ Raytheon Co. has reported that sales for the first half of 1960 totaled $277 million with profit after taxes of $4 million. In the comparable 1959 period, sales were $235 million and profits were $5 million. Richard E. Krafve, firm president, stated that earnings were adversely affected by increased expenditures for plant consolidations, research and new product development along with substandard operating results in a number of commercial and component product lines. Operating improvement and aggressive marketing efforts are expected to boost earnings during the second half of 1960, Mr. Krafve stated.

Tape tales ■ A new catalog, on the Presto 800 series professional tape recorders, has been released by the Bogen-Presto Div. of The Siegler Corp. Among the models described are console, portable and rack-mounted recorders including some instantly convertible from ¼-inch to ½-inch tape. Copies are available from Bogen-Presto Co., Box 500, Paramus, N.J. Catalogue #910.

FOREIGN TV FILM MARKET

Eventual sales bonanza has its problems

The foreign market for U.S.-produced tv programs should follow the theatrical motion picture pattern, with 50-60% of the total revenue eventually coming from abroad, John McCarthy, president of the Television Program Export Assn., said Thursday at a news conference in Hollywood. And "eventually" may not be far off, the way television is burgeoning throughout the world with some 28 million tv sets in homes outside the U.S., eight million of them added during the past year.

But there are problems, Mr. McCarthy noted. There is the British quota system which limits program imports to 14% of the time on the commercial tv network (about one hour a day) and to 10% of the BBC's tv time. And there is the dollar limit imposed in Japan, where the top price for a half-hour imported tv show is pegged at $500 and was only recently raised from $350.

Such a restriction for a country with five million tv sets is unreasonable, Mr. McCarthy said, noting that in comparison Australia which has only one million tv receivers pays an average price of $1,500 for a half-hour imported program with some shows getting as high as $3,000. Just as harmful is the British quota, which by allowing such a small amount of time for foreign tv shows, has created so much competition among U.S. producers that British buyers are able to get a half-hour program for only $2,000-3,000 while deriving $40,000-50,000 from the sale of advertising spots in and around it.

Fair Play ■ In Britain, from which he has just returned, Mr. McCarthy said he had used the basic argument that such restrictions are unfair, especially in view of the lack of U.S. restrictions on the import of British cars, whisky and steel, among other commodities. Indeed, he stated, if feature theatrical films are included in the reckoning, it is probable that the English have taken more dollars from U.S. television than our program makers have received from British tv.

In his negotiations in England, Mr. McCarthy reported, he pointed out that something has to give, and that if they don't do the right things the consequences could be unpleasant. The international balance of payments is a very serious matter for the U.S. he stated. Our exports, he said, amount to some $18.5 billion a year or about $3.5 billion behind the $21.5 billion of our imports plus our foreign aid and our defense support expenditures abroad. To restore a proper balance between income and outgo, the U.S. must either cut foreign aid and defense spending, or impose restrictions on imports or increase our exports.

The last is by far the best solution, he said, and tv films are a part of our exports which legitimately could be increased. Viewers abroad want American made programs, he stated, pointing to their top popularity in Britain despite the fact they are usually scheduled outside the prime viewing hours. It is unfair not only to American tv producers but their own people for foreign governments or trade groups to impose such restrictions as now exist, he declared.

Mr. McCarthy is no newcomer to foreign trade problems. For three years before he assumed the TPEA presidency in June, he served as the U.S. Minister for Economic Affairs in Paris. For seven years before that he was vice president of the Motion Picture Export Assn. and concurrently vice president in charge of international affairs of the Motion Picture Assn. of America.

Far East ■ In Japan, for which he left California on Friday, Mr. McCarthy expects to use much the same kind of argument as he did in England, with the implied threat that a continuance of the ridiculous restrictions now imposed on U.S. produced tv programs could well result in a limitation on the U.S. import of Japanese products.

To attack these and other problems of foreign relations before they become entrenched and to attack them with a united front is a main reason for the formation of TPEA.

Charter members are: ABC Films, CBS Films, Desilu Productions, Four Star Television, Martero Productions, MCA-TV, MGM-TV, NBC, National Telefilms Assoc., Screen Gems, and United Artists. Acting in unison, this group could exert appreciable pressure abroad merely by withholding all of their tv programs from nations where unreasonable restrictions are imposed.

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U.S. scores Cuba on broadcast seizures

The Cuban government has taken over control of all that country's "leading" broadcast stations, the U.S. State Dept. has charged in a document, "Responsibility of Cuban Government for Increased International Tensions in the Hemisphere."

The document said that as of last May, 43 am stations of the 88 independent and 75 network-operated am stations in Cuba, 18 of that country's 24 fm outlets and 23 of its 24 tv stations had been placed under government control.

All the stations taken over by the government have been consolidated into a network, "FIEL" (Frente Independiente de Emisoras Libres), operated by the Cuban Ministry of the Treasury, with its stated purpose to "consolidate the revolution and orient the people," the State Dept. said.

The first instance of the Castro government's seizure of broadcast property "clearly on the basis of its opposition to communism," the document said, was when Abel Mestre, who with his brother Goar Mestre headed CMQ (Circuito) network, in a telecast last March 31 on his own station, Ch. 4 in Havana, insisted on the right of free expression. The government took over the station the same day and froze the personal assets of the two brothers, the State Dept. said.

ABC IN LEBANON
Buys minority share in new tv network

Continuing its foreign investment program, ABC's International Div. has acquired a minority interest in a new television network in Lebanon, Television du Liban et du Proche-Orient. The acquisition is being announced today (Aug. 22) by Donald W. Coyle, vice president in charge of the ABC International Div., one week after ABC announced its investment in a Venezuelan tv network (BROADCASTING, Aug. 15).

The recently formed Lebanese network has been granted licenses for four stations. They will cover the entire country and its 2 million people. Actual telecasting is expected to begin in Beirut in six to nine months.

ABC will contribute programming, engineering and other assistance and will act as sales representative for the new network outside Lebanon.

Mr. Coyle cited Lebanon as the "commercial hub" of the entire Middle East. "The economic fortunes of this entire area are linked with those of Lebanon. Its principal resources are its geographic location as a natural gateway to the entire Middle East and the abilities of its commercial and financial community."

He continued, "Television's power as a medium for communication, entertainment, public service and advertising will quickly make it a vital factor to the people and economy of the region."

Founders of Television du Liban et du Proche-Orient are Ruchdi Maalour, Fuad Al-Burt, Albert Asseily, Emile Boustany, Fawzi Ghandour and Jean Abu Jawde.

ABC's other foreign investments include a minority interest in a tv station in Ecuador, and control of a five-nation Central American tv network. ABC also owns minority interests in the five stations composing the network.

International expansion ▪ Looking on as Don Coyle, ABC International vice president (seated) signs agreement for purchase of minority interest in Lebanese tv network are Philippe Boulos, ABC Lebanon counsel (seated l); Ruchdi Maalour, one of the founders of Television du Liban et du Proche-Orient; (seated r); Robert Boulos, who will handle ABC's Middle East programming (standing l) and Nagib Boulos, ABC Lebanon counsel.

Beer ad flow begins on Ontario television

John Labatt Ltd., London, Ont., is the first brewery to use Ontario television stations under the new code of advertising approved by the Ontario government (BROADCASTING, July 18). Labatt's, through Stanfield, Johnson & Hill Ltd., Toronto, has placed spot announcements on 14 Ontario tv stations. Only exception is French-language CBOFT (TV) Ottawa.

Announcements are restricted to the beginning and end of live local news and sports broadcasts. Each announcement must be approved by the Board of Broadcast Governors at Ottawa. The announcements are 10 seconds long with a simultaneous 12 second video identification showing bottle label, company logo or trade mark. Announcements cannot use the corporate name of company, but can state that the program is sponsored by Labatt and the name of the beer.

The Labatt schedule varies in frequency on different stations (from three to six times weekly) depending on the type of program. BBG regulations as used in Quebec province, are used in Ontario, and permit only one identification spot before and after each program of a minimum of 10 minutes duration. For longer programs identification announcements are permitted every fifteen minutes.

Carling Breweries Ltd., Toronto, on Aug. 12 started weekly sponsorship of *Football Huddle* on CBOT (TV) Ottawa, and on Aug. 13 carried the *Game of the Week* program on a number of Ontario stations. Similar identification announcements are used. Agency for Carling is McKim Adv. Ltd., Toronto.

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OMAHA, NEB. Paul R. Fry, P.O. Box 1733 (Benson), TErrace 9455

NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

A LITTLE GAS GOES A LONG WAY

CHUM's 'Dream Drive' pits d.j.'s in race

Untrammeled rivalry among five disc jockeys and a shared sense of automotive economy made the "Dream Drive" promotion of CHUM Toronto, Canada, a great success both for the station and for an Austin automobile agency running a three-week saturation spot campaign.

Each of the disc jockeys was up on an Austin 850 filled with just two gallons of gasoline on successive days. The one who coaxed the most miles from the vehicle on that supply won. Listeners got into the act by submitting letters predicting which motorist would be successful and why. Entries were accepted until the day before the trials. After the five runs the winning d.j. went through the unopened mail. The first letter naming him won an Austin 850 for its author.

Each jockey assumed a *nom de course* — "Insurance Riska Boliska," "J.J. Joggin-Roadhoggin' Richards," "Wrong-Lane Laine," etc. Each bolstered his chances to win by pyschological warfare on his show. The boys gave listeners reasons why their opponents were unfit; (example—"J.J. Richards is an Arab . . . more used to driving camels . . ."). The eventual victor broadcast appeals for motorists to clear the roads so he could coast on hills. He sulked when rush-hour traffic failed to respond, but still managed to go 134 miles on the two gallons. The d.j.'s fans often lined the Dream Drive route, waving banners to encourage their favorites.

The station reports tremendous interest engendered by the promotion as well as a happy Austin agency. After the success of the CHUM promotion it was adopted by CHML Hamilton and CKGM Montreal.

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THE WAY...
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★ In "HIGH-SPOT PREFERRED CITIES" Missoula leads all other Montana cities with an index of 109.6, and has been leading in Montana for 15 out of last 20 months. (Sales Management Business Activity)

★ KMSO-TV covers all of Western Montana . . . Missoula, Butte, Anaconda, Deer Lodge . . . Hamilton, Kalispell, Helena . . . 18 Community Boosters.

KMSO-TV
MISSOULA, MONTANA

NATIONAL REPRESENTATIVES
FORJOE-TV, Inc

Alcoa sponsors WADO beauty contest

Aluminum Co. of America is throwing its support and protection behind a WADO New York contest to select its first Miss Latin America. The heavy broadcast advertiser of Alcoa Aluminum Wrap is using the contest to make its first specialized entry into the Spanish-speaking market. In addition to paying all contest costs, Alcoa is also buying a spot schedule on the Spanish station. More than 500 girls responded to WADO's on-air announcements of the contest. Eliminations began Aug. 13 and will continue on Aug. 20 and 27, with the grand final to be held Sept. 18—all at Palisades Amusement Park in New Jersey.

A fashion show of dresses and swim suits made entirely of Alcoa aluminum will be a feature of the final event; while Miss Latin America herself will be wrapped in the foil for better protection until next year when she must relinquish her crown. Presumably, the winner can unwrap herself long enough to enjoy a vacation in Puerto Rico, and try for a screen test.

KOLO features candidates

KOLO-AM-TV Reno, Nev., is featuring a series of half-hour programs in prime evening time over a five-day period introducing all candidates running for office in Washoe County. Invitations were sent to 102 candidates inviting them to appear free on the *Of Primary Interest* series. Programs are broken down by office. The series began on KOLO-TV Saturday (Aug. 20) and concludes Wednesday (Aug. 24). The programs will be taped and rebroadcast later by KOLO Radio in order to give the candidates the widest exposure possible.

Wetter bettors ■ Paying off a bet hinging on the popularity of two pop ballads, three disc jockeys of KFWB Los Angeles cavort with a finny friend at Pacific Ocean Park. The bet was originally to be paid by cleaning the acquarium at Marineland amidst "sharks and whales," (BROADCASTING, Aug. 8). However officials there deemed the stunt too dangerous and refused permission. In the water (front to rear): Bill Ballance; white whale; Ted Quillin and Gene Weed.

■ Drumbeats

Stamp giveaway ■ In association with the Grand Union supermarket chain, WGLI-AM-FM Babylon, N.Y., awarded listeners one million "Triple S Blue Stamps" during a 13-week promotion, which concluded Aug. 6 with a jackpot award of 250,000 stamps. Names of more than 4,000 listeners had been collected by the stations through a radio contest in which listeners called WGLI whenever a number was announced that was the sum of all the numbers in the listener's telephone number. Some 750,000 stamps were distributed in this manner. The jackpot prize winner was determined by drawing one name from all those who had called during the run of the contest. The drawing was broadcast as part of the WGLI *Open House* show at a Babylon shopping center.

Colorful Vikings ■ To introduce the syndicated series *Tales of the Vikings*, WROC-TV Rochester sent a copy of a Viking coloring book to each of the hundreds of entrants who sent in a drawing of a Viking or Viking ship. A boy and a girl were selected as first-prize winners and awarded English bicycles. Second-prize winners earned dinner for themselves and their parents in the "Viking Room" of the Trenholm Motor Lodge.

FATES & FORTUNES

Broadcast Advertising

Martin Koehring, formerly creative director of west coast operations for Foote, Cone & Belding, to Chicago office of McCann-Erickson as vp, creative director and member of plans board.

Phelps Johnston, formerly vp and director at Campbell-Mithun, Chicago, to Don Kemper Co., that city, as vp in charge of Chicago office and member of plans board. **Robert Hilton,** executive vp, will continue to headquarter there but devote more time to agency's New York and Dayton offices.

Robert Leonhard, account executive and manager of agency's Detroit office, and Robert Noel, tv copy supervisor, Chicago, elected vps at Leo Burnett Co. Mr. Noel also appointed tv copy director.

John A. DeBenham, radio-tv producer at Doherty, Clifford, Steers & Shenfield, N.Y., named assistant to Russell Ford, vp in charge of radio-tv commercial production.

Thomas J. Pritchard becomes administrative manager of Dayton office of Dancer-Fitzgerald-Sample.

George O. Cutter, director of manufacturing at Gillette Safety Razor Co., N.Y., named vp. **Stephen J. Griffin,** assistant to president, and **William G. Salatich,** general sales manager, also become vps.

Lloyd Burlingham joins Western Adv., Chicago, as director of radio and tv.

Earl R. Minser, formerly senior copywriter and creative assistant in Chicago office of Western Adv., joins Allen & Reynolds, Omaha, Neb., as copy chief.

George Rike, formerly senior copywriter at Mergenthaler Linotype Co., N.Y., joins Doyle Dane Bernbach, that city, on copy staff.

George R. Windsor, formerly with General Foods Corp., Los Angeles, to merchandising department of Erwin Wasey, Ruthrauff & Ryan, that city.

ABP
ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

Michael Fabian, formerly with The Zakin Co., N.Y., to W.B. Doner & Co., Philadelphia, as director of media and marketing. Manny Klein and Kenneth Ferguson join Doner's Baltimore office as media director and copywriter, respectively.

Brian Johnston joins Pat McDermott Co., Los Angeles pr-personal management firm, as head of feature writing department.

Larry Lownestein has resigned as head of N.Y. office of Rogers & Cowan, pr firm. Announcement of future plans will be made shortly.

Harry David joins Lawrence Jeppson & Assoc., Washington pr firm, as director of editorial services.

Donald H. Stone, formerly copy supervisor at Grey Adv., N. Y., joins Lennen & Newell, that city, in copy department.

The Media

MR. BRUNT

MR. MCKINNON

Charles W. Brunt and **Ben McKinnon,** general managers of WTOB Winston-Salem, N.C., and WSGN Birmingham, Ala., respectively, elected vps of Winston-Salem Broadcasting Co. (WTOB Winston-Salem, WSGN Birmingham, WAPA-TV San Juan, P.R., one third owner of WOLE-TV Aguadilla-Mayaguez, P.R. and applicant for new ch. 8 tv facility assigned by commission to Winston-Salem-Greensboro-High Point, N.C., area).

Norman Darer, formerly senior analyst at CBS Radio budget department, appointed manager of sales operations at WCBS New York.

Jacques Biraben, member of WOR New York sales staff, named director of sales.

Carlo Anneke, account executive at KTLA (TV) Los Angeles, promoted to local sales manager, succeeding **Bob Jones** who resigned.

Frank Gervin, on sales staff of WGR-TV Buffalo, promoted to local sales manager. He has been with station since 1956.

Herbert Hahn, account executive at

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EMBRACES THE ENTIRE NEGRO MARKET IN GREATER NEW YORK

Forjoe & Co., N.Y., promoted to assistant sales manager.

Irving Steinbock, account executive at KEX Portland, named assistant sales manager.

MR. MORRISON

Dick Morrison, formerly vp and general manager of Commercial Recording Corp., Dallas, appointed general manager of KICN Denver. Previously, he was general sales manager of KBOX Dallas, and WNOE New Orleans.

Robert Conrad, formerly operations manager at WFMT (FM) Chicago, to WDTM-FM Detroit as director of programming and operations.

Roy E. Nilson, operations manager of WLCY Tampa-St. Petersburg, assumes similar duties at WQTY (formerly WTTT) Jacksonville, both Florida. **Murph McHenry** named program coordinator of WQTY.

Al Bowen, production manager of KTTV (TV) Los Angeles, assumes additional duties as studio manager.

Henry Gulick, formerly of N.Y. Subways Adv., Co., and **Jerry Warren,** Bartell Broadcasting, N.Y., named to service Herald Tribune Radio Network account at The Bolling Co., N.Y.

Daniel B. Berkson, formerly associate of Dewey, Ballantine, Bushby, Palmer & Wood, N.Y., joins CBS as attorney in corporate legal department.

Charles M. Pickering, formerly salesman at WBZ-TV Boston, named account executive in Chicago office of Tv Advertising Representatives.

Arch Robb, manager of special programs for NBC, promoted to director of special programs.

Claire Hughes, assistant manager of KWKW Pasadena, Calif., reelected president of Radio & TV Women of Southern California. **Regina Linderbaum,** president of Filmcraft Productions; **Helen M. Hall,** with NBC; and **Dona Clark** production supervisor with J. Walter Thompson Co., all elected vps.

Marshall H. Karp, formerly account executive at WPIX (TV) New York, joins ABC-TV as assistant daytime sales manager. Before joining WPIX in May, 1959, Mr. Karp had been account executive with WNTA-TV New York.

Frances I. Pierce, promotion supervisor of KIRO-AM-FM-TV Seattle, Wash., appointed acting promotion director of KIRO-TV.

Patricia Danneman promoted from film manager to operations manager; **Paula Schwarz** from commercial manager to film manager, and **Arlene Kochan** from staff to traffic manager, all at WBBM-TV Chicago.

Mark Ritter, supervisor of copy and traffic at WGLI Babylon, N.Y., named program director; **Dot Schroder** becomes head of copy desk.

Devere Logan, formerly program and promotion manager at WBCM Bay City, to WJRT Flint, both Michigan, as promotion manager.

MR. HAMILTON

William T. (Tom) Hamilton, acting general manager of WNDU-AM-TV South Bend, Ind., since death of Bernard C. Barth last September, appointed general manager. Previously, he had been with WOR and WHEW, both N.Y.

Robert J. Rentschler, manager of Musicast (background music division of WSWM [FM] Lansing, Mich.) promoted to vp of Mid-State Broadcasting Corp., owner of WSWM. **James McMahon,** office manager of WSWM, promoted to comptroller of Mid-State Broadcasting Corp.

Jerry Jewler joins WWDC Washington as member of pr staff.

Ray Vanderslice, in promotion department of WIBG Philadelphia, named assistant promotion manager.

Martin Plissner, formerly news bureau chief at MBS, joins WMCA New York, as news chief.

MR. IMLAY

Carl Imlay joins Washington law firm of Loucks & Jansky. He formerly was principal legal assistant to assistant director of administrative office of U.S. Courts. He is graduate of George Washington U. Law School in Washington.

Donley F. Feddersen, formerly director of program development at WTTW Chicago, joins National Educational Television & Radio Center, N.Y., as director of tv programming.

William A. Warren appointed director of news and special events for KDES Palm Springs, Calif.

Bill Reed appointed news director of WWL-TV New Orleans. He had been on station's news staff.

Robert Ritzert appointed sports director for WSTC-AM-TV Stamford, Conn. He succeeds **Bud VanDerheyden** who joins promotion department of Remington Rand.

Joe Patrick, sportscaster for KMTV (TV) Omaha, Neb., promoted to sports director.

Eric Mart, senior analyst in ABC-TV research department, promoted to presentations writer in sales development.

Howard E. Reiquam joins KOMO-TV Seattle, Wash., as staff meteorologist, succeeding late **Bruce Caldwell** who died in plane crash May 30.

Dale Weber, formerly with KLOH Pipestone, Minn., to WNAX Yankton-Sioux City, S.D., as member of sales staff. **Terrence J. Lalley,** in sales service department, becomes account executive.

James J. Wychor, formerly general manager of WKEE-AM-FM Huntington, W. Va., to sales staff of KSTP Minneapolis.

Joseph P. Foley, formerly of Avery-Knodel, N.Y., joins Weed Tv, that city, as salesman. **Jack Hetherington** named salesman in St. Louis and **John A. Carrigan** joins Chicago tv sales force. Mr. Hetherington comes to Weed from Gardner Adv., St. Louis, where he was media department head. Mr. Carrigan has operated his own business in Chicago for two years.

Charles Warner, formerly of WTOP-TV Washington, D.C., joins Avery-Knodel, N. Y., as salesman.

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KRLA

RADIO LOS ANGELES

Represented by
DONALD COOKE INC.

Ralph L. Walker, Washington communications attorney, is on extended leave of absence from Pierson, Ball & Dowd, looking toward retirement, it was announced last week. Mr. Walker, formerly attorney and examiner with FCC from 1928-42, is 1926 law graduate of George Washington U., Washington, D.C.

Fred Stanton, in continuity department of WLOS-TV Asheville, N.C., appointed producer-director.

Suzanne Salter, formerly NBC talent cordinator, joins CBS Radio as producer of "Dimension," new program service.

Al McCoy joins KRUX Phoenix, Ariz., as air personality. He formerly was with KOOL-AM-TV, there.

George Myska, formerly producer for Radio Free Europe, joins WNEW New York, in similar capacity.

Gary Shute, formerly program director at WKTJ Farmingham, to WLAM Lewiston-Auburn, both Maine, as announcer-air personality.

Dr. John T. Dempsey appointed director of news and community projects for WJKB-AM-TV Detroit. Dr. Dempsey formerly was news commentator for WJBK. **Bob Larimer** named production assistant for WJBK Radio.

Harold Alexander, in production department of WFGA-TV Jacksonville, Fla., promoted to director. He formerly was with WTVJ (TV) Miami.

Mel Gaumer, announcer-account executive for KOOL-AM-TV Phoenix, Ariz., promoted to program director. He formerly was with KWNW Wenatchee, and KING Seattle, both Washington.

Frank Oxarart Jr. named program promotion and merchandising manager for KNX and CBC Radio Pacific Network, Los Angeles. He previously was sales promotion assistant at KNX-CRPN.

Dave Schiefer, formerly personality at WDOV Dover, Del., to KAIR Tucson, Ariz., in similar capacity.

Bill Comer joins KEX Portland, Ore., as air personality. He formerly was owner of KBCH Oceanlake, Ore.

Mrs. Evelyn Elmen joins KPLR-TV St. Louis as director of women's affairs.

John Henry and **Thompson R. Watt** named sports director and news director, respectively, for KOA-AM-TV Denver.

Charles White, formerly program and sports director for WABZ Albemarle, joins WNCA Siler City, both North Carolina. Mr. White previously was program director of WCOS Columbia, S.C.

Tom Griffiths, formerly with WNOB-FM Cleveland, to KYW, that city, as air personality.

Robert F. Hurleigh, president of MBS, named recipient of Veterans of Foreign Wars Gold Medal of Merit and Citation for . . . "energies devoted toward saving network radio for the American public."

Julian Haas, KAGH Crossett, elected president of Arkansas Broadcasters Assn., succeeding **Kermit L. Richardson,** KBOK Malvern, who becomes vp. **J. C. Willis,** KVOM Morrilton, elected secretary-treasurer.

La Von C. Yaney, program director of WABX-FM Detroit, assumes additional duties as member of sales department.

James P. O'Leary, formerly with KFSD San Diego, to KBIG Catalina, both California, as air personality.

Jay Smith, formerly announcer with WJIM Lansing, Mich., to WKYR Keyser, W.Va.

Skip Bell, formerly air personality at WPEO Peoria, Ill., to WOKY Milwaukee in similar capacity.

Ed Auxer, formerly staff announcer at WLIP Kenosha, Wis., to WSBT-AM-TV South Bend, Ind., in similar capacity.

Bud Dancy, formerly news editor of KTHV (TV) Little Rock, Ark., to WWL-TV New Orleans as member of news staff.

Bob Mills joins KFMB-TV San Diego as air personality. He formerly was at KOTV (TV) Tulsa, Okla.

Programming

Eddie Albert, motion picture, stage and tv actor, joins Kaiser Industries, Honolulu, as vp for special projects. His responsibilities will include tv planning for all Kaiser facilities and will serve in advisory capacity for *Maverick* and *Hong Kong* (premiere scheduled for this fall), firm's two tv shows.

Elliot Krane, regional sales executive of Romper Room Inc. (international tv kindergarten show) appointed managing director of firm's new Canadian division and Claster Enterprises Inc. (producers of *Strikes 'n' Spares, Duckpins 'n' Dollars, Spare Time and Pinbusters* and *It's in the Name*). **Harold Brown** becomes director of sales for Claster's bowling division.

Philip R. Rosenberg, supervising film editor of Wolper-Sterling Productions, Los Angeles, promoted to vp. He will be in charge of firm's four new telefilms, all in production.

Glan Heisch, vp in charge of tv production for TV Personalities Inc., named producer in charge of Mr. Magoo series for UPA Pictures. Other UPA changes: **Carl Brandt** becomes musical director; **Sam Weiss** to layout department; and **Gordon Ipsen, Gloria Wood** and **Thelma Witmer,** all to background department.

Michael Nebbie joins Elliot, Unger

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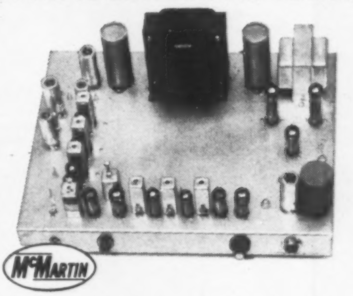

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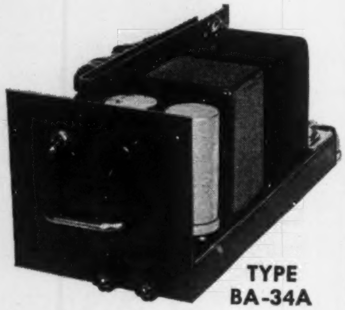

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Bond Geddes, radio pioneer, dies

MR. GEDDES

Bond P. Geddes, 78, radio industry pioneer who successfully fought early attempts to ban radios in automobiles, died August 16 in Washington following a brief illness. He also was a veteran newspaper man. Mr. Geddes was executive vp and secretary of the Radio Manufacturers Assn. (now Electronic Industries Assn.) from 1927 to 1950 when he retired, although remaining on a consulting basis. Before joining RMA, Mr. Geddes was manager of the Washington Bureau of the United Press, and chief of the Capitol staff of the Associated Press. He covered the 1912, 1916 and 1920 national political conventions and traveled extensively as a correspondent with Presidents Wilson, Harding and Hoover. He participated in the legal trial of oil magnate Harry F. Sinclair in Wyoming during the Teapot Dome scandal as a member of the personal legal staff of Mr. Sinclair. Mr. Geddes held a law degree from Columbian Law College (now George Washington U.). He is survived by his widow, the former Edith C. Gray, a sister, Mrs. Margaret R. Johnson, and four granddaughters. Interment was held at Rock Creek Cemetery, Washington.

& Elliot, commercial production division of Screen Gems, N.Y., as director of photography. **W.P. Laffey** joins Telescreen Adv. Div. of Screen Gems, as account executive in charge of service and control. He had been account executive for WOR-TV, that city.

Equipment & Eng'ring

W. Walter Watts elected chairman of board and president of RCA Sales Corp., in addition to responsibilities as RCA group executive vp. Mr. Watts joined RCA 14 years ago, serving firm in many capacities.

Abraham Bluestone, market planning manager for Semiconductor Div. of Raytheon Co., Needham, Mass., named projects control manager.

John Spitzer joins Semiconductor Div. of Sylvania Electric Products, Woburn, Mass., as supervisor of advertising and sales promotion.

William A. Simons promoted from senior buyer to manager of purchasing department at Shure Bros. (microphones, high-fidelity equipment, electronic components), Evanston, Ill.

Donald L. Ganson appointed head of transistor sales for Pacific Semiconductors, Los Angeles.

International

Leo Benoit, program director of CHLN Three Rivers, appointed general manager of CFDA Victoriaville, both Quebec.

Pierre Brisson, chief engineer of CFDA Victoriaville, Que., has bought shares of original members of owning company and is now majority stockholder of CFDA.

William Miller, formerly of Ford Motor Co. International, joins Kenyon & Eckhardt De Mexico, as associate director.

Howie Meeker, Toronto Maple Leaf hockey star, to CJON-AM-TV St. John's, Nfld., for daily sports roundup.

James Kirkconnell, formerly of S.E. Zubrow Adv. Co., Philadelphia, to creative department of Vickers & Benson Ltd., Toronto, Ont., adv. agency.

Edwin W. Lasher, formerly president and general manager of Electronica Mexicana, S. A., and previously manager of Packard-Bell Electronics Co.'s international division, appointed consumer products director of marketing and manufacturing for Motorola Overseas Corp., Motorola export subsidiary.

Perry Moss, coach of Montreal Alouette's pro football team, signs with CKGM, that city, for daily sport programs.

Deaths

Paul C. Buford, 67, president of Shenandoah Life Insurance Co. and board chairman of WSLS-AM-FM-TV Roanoke, Va., died Aug. 13 of leukemia.

Paul Cunningham, 70, director of public affairs for ASCAP, died Aug. 14. He was president of organization from 1956-1959 and has been member since 1921.

Ted Pope, 38, tv producer for Canadian Broadcasting Corp. Toronto, was killed on Aug. 13 in racing car collision at Jarvis, Ont.

Leon Giroux, newsreel cameraman for KRON-TV San Francisco died of heart attack Aug. 9 on way to cover story.

Jesse Sabin, 53, NBC news cameraman for past 12 years, died Aug. 18 at his Brooklyn, N.Y., home. Mr. Sabin, who had been ill since May, was most recently assigned to *Kicksville, U.S.A.*, NBC-TV study of narcotics.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

August 11 through August 17. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Stations

APPLICATIONS

San Bernardino, Calif.—San Bernardino Valley Joint Union Junior College Dist.—Uhf ch. 24 (530-536 mc); ERP 4.45 kw vis., 2.68 kw aur.; ant. height above average terrain —294 ft., above ground 120 ft. Estimated construction cost $70,000, first year operating cost $11,600. Post Office address 701 S. Mt. Vernon Ave., San Bernardino, Calif. Studio and Trans. location 701 S. Mt. Vernon Ave. Geographic coordinates 34° 05′ 17″ N. Lat., 117° 18′ 31″ W. Long. Trans. RCA TTUIB, ant. TFU6A. Non-commercial, educational. Ann. Aug. 17.

Columbia, S.C.—First Carolina Corp., uhf ch. 25 (536-542 mc); ERP 15.28 kw vis., 7.64 kw aur; ant. height above average terrain 649 ft., above ground 554 ft. Estimated construction cost $181,257, first year operating cost $377,000 revenue $440,000. P.O. address 1007 Barringer Bldg., Columbia, S.C. Studio and trans. location Shakespeare Rd. & Wisteria St., Columbia, S.C. Geographic coordinates 34° 03′ 22″ N. Lat., 80° 58′ 52″ W. Long. Trans. RCA TTUIB, ant. TFU21BL. Legal counsel James E. Greeley, Washington, D.C. Consulting engineer Silliman, Moffett & Rohrer, Washington, D.C. Principals include **Phil E. Pearce, Geddings H. Crawford Jr., John W. Huggins,** 16⅔% each, **Henry F. Sherrill,** 11⅔%, and others. Mr. Sherrill is attorney. Mr. Pearce is with investment firm. Mr. Crawford is part owner of investment firm. Mr. Huggins is banker. Ann. Aug. 10.

New Am Stations

APPLICATIONS

Flagstaff, Ariz.—Dateline Bcstrs., 1400 kc, 250 w. P.O. address % Joseph E. Patrick, 8021 N. 15th Ave., Phoenix, Ariz. Estimated construction cost $19,792, first year operating cost $25,800, revenue $35,000. Principals include equal partners **Joseph E. Patrick** and **Joseph A. Brandt,** employes of KRUX Glendale, Ariz. Ann. Aug. 10.

Lehigh Acres, Fla.—Lehigh Acres Radio-Tv Co. 1440 kc, 5 kw-D, 1 kw-N. P.O. address Lehigh Acres, Fla. Estimated construction cost $139,000, first year operating cost $100,000, revenue $120,000. Principals include **Lee Ratner, Gerald Gould, Edward Shapiro** and **Manuel Riskin,** 25% each, all associated with land development company. Ann. Aug. 17.

Mocksville, N.C.—Will P. Erwin. 1560 kc, 250 w. D. P.O. address 203 S. King St., Morganton, N.C. Estimated construction cost $10,995, first year operating cost $33,000, revenue $36,000. Applicant has interests in WBRM Marion and WIFM Elkin, both North Carolina. Ann. Aug. 10.

Mocksville, N.C.—Wilkes Bcstg. Co. 1520 kc, 5 kw D. P.O. address Box 950, North Wilkesboro, N.C. Estimated construction cost $33,028, first year operating cost $50,000, revenue $60,000. Principals include equal partners **Doris B. Brown** and **Roland B. Potter**. Wilkes Bcstg. is licensee of WATA Boone and WKBC North Wilkesboro, both North Carolina. Ann. Aug. 16.

Eugene, Ore.—Willamette Family Stations Inc. 1540 kc, 1 kw D. P.O. address Box 1122, Eugene, Ore. Estimated construction cost $55,727, first year operating cost $60,424, revenue $60,523 (all for am-fm combination). Same ownership listed in application for new fm in Eugene (below). Ann. Aug. 10.

Merkel, Tex.—Taylor County Bcstg. Co. 1500 kc, 250 w. D. P.O. address Box 1123, Stamford, Tex. Estimated construction cost $16,080, first year operating cost $18,000, revenue $24,000. Applicant is **David W. Ratliff,** sole owner, with interest in KDWT Stamford, Tex. Ann. Aug. 12.

Existing Am Stations

APPLICATIONS

WCRL Oneonta, Ala.—Cp to increase power from 250 w to 1 kw and install new trans. (dismissed failure to prosecute July 13, 1960.) Petition filed Aug. 8, 1960 to reinstate application. (1570kc). Ann. Aug. 10.

WQDY Calais, Me.—Cp to increase daytime power from 250 w to 1 kw, and to install new trans. (1230kc). Ann. Aug. 12.

WESC Greenville, S.C.—Mod. of cp (to increase power, install DA, make changes in ground system and transmitting equipment) to change from employing DA-D to employing DA during critical hours only (DA-CH), and install new trans. Engineering incomplete, (660kc). Ann. Aug. 12.

New Fm Stations

APPLICATIONS

Buffalo, N.Y.—Taliesin Bcstg. Corp. 100.7 mc, 29.6 kw. P.O. address 2888 W. 44th St., Indianapolis, Ind. Estimated construction cost $24,817, first year operating cost $23,750, revenue $26,000. Principals include equal partners **Merle** and **Ophelia L. Miller,** owners of WMLW (FM) Milwaukee, WMHM (FM) Pittsburgh, Pa., and WDTM (FM) Detroit, Mich. Ann. Aug. 16.

Wilson, N.C.—Wilson Radio Co. 106.1 mc, 5 kw. P.O. address WVOT Wilson, N.C. Estimated construction cost $20,084, first year operating cost $7,500, revenue $10,000. Applicant will duplicate WVOT Wilson. Ann. Aug. 10.

Eugene, Ore.—Willamette Family Stations Inc. 96.1 mc, 70.14 kw. P.O. address Box 1122, Eugene, Ore. Estimated construction cost $75,570, first year operating cost $60.424, revenue $60,528 (all for am-fm combination). Principals include **Marvin R. Steffins,** 24%, **Marvin R. Steffins Jr.,** 26%, **K. Ray Barnes,** 12%, and others. Mr. Barnes is in insurance. Mr. Steffins Sr. was formerly majority stockholder in KGEI Detroit. Mr. Steffins Jr. is with furniture company. Ann. Aug. 10.

Abilene, Tex.—Fine Music Enterprises. 99.3 mc, .324 kw. P.O. address Alexander Bldg., Abilene, Tex. Estimated construction cost $10,082, first year operating cost $8,000, revenue $5,000. Principals include **Lowell G. Perry** and **Chapin Ross,** 45% each, and **Earline Perry,** 10%. Messrs. Perry and Ross are associated with Abilene Christian College. Earline Perry is with Gulf Oil. Ann. Aug. 12.

Ownership Changes

APPLICATIONS

KTVE (TV) El Dorado, Ark.—Seeks transfer of control of **Home Bcstg. Co.** from **William H. Simons,** 51.1%, and **Veterans Bcstg. Co.,** 48.9%, to **Veterans Bcstg. Co.,** 80.6%, **William H. Simons** 19.4%, for $282,000 plus compensation agreement with Mr. Simons for five year period at $10,000 per year. Veterans Bcstg. purchased 48.9% of Home Bcstg. for $435,000 during past three weeks. Veterans Bcstg. is licensee of WVET-AM-TV Rochester, N.Y., and is headed by Ervin F. Lyke, president. Ann. Aug. 17.

KEOS Flagstaff, Ariz.—Seeks assignment of license from **Eldred O. Smith** to **CLEM Radio Bcstg. Inc.** for $45,000. Purchasers are **Claud M. Pettit, Lee H. Walker, Margaret E. Pettit,** and **Edythe G. Walker,** 25% each. Mrs. Walker has ⅓ interest in KLAK Lakewood, Colo. Mr. Walker is film librarian at Ft. Carson, Colo. Mr. Pettit is in insurance. Ann. Aug. 12.

KAPP (FM) Redondo Beach, Calif.—Seeks assignment of cp of **South Bay Bcstg. Co.** from **Sherman Somers** and **Robert W. Crites,** equal partners, to **George R. Gillum** and **Mr. Crites,** equal partners, for $2,500. Mr. Gillum is employe of KABC Hollywood. Ann. Aug. 12.

WFGM-FM Fitchburg, Mass.—Seeks assignment of cp from **Wachusett Bcstg. Corp.** to **Music Service Corp.,** assignment of fm facility to separate corporation. No financial consideration involved. Ann. Aug. 16.

WNTA-AM-FM-TV Newark, N.J.—Seeks relinquishment of control of **National Telefilm Assoc. Inc.,** 100% owner of **NTA Radio Bcstg. Co.** and **NTA Tv Bcstg. Corp.,** (licensees of WNTA-AM-FM-TV), by **National Theatres & Tv Inc.,** 87.3% owner of NTA. Relinquishment of positive control will result from distribution by National Theatres & Tv to its stockholders, as dividend, 844,-875 shares of NTA common stock, leaving National Theatres & Tv owning 21.17% common stock of NTA. Ann. Aug. 17.

KOIN-AM-FM-TV Portland, Ore.—Seeks transfer of control of **Mount Hood Radio & Tv Bcstg. Corp.** by election of **Moe M. Tonkon** as trustee, with **Harvey S. Benson,** of voting trust for 50% of licensee's common stock. Mr. Tonkon is successor as trustee to **Ted R. Gamble,** deceased. Mr. Tonkon is attorney. Ann. Aug. 17.

KSEL Lubbock, Tex.—Seeks assignment of license of **Lubbock Bcstrs. Ltd.** from **David R. Worley,** 50%, **George N. W. Bush,** 15%, and others to **David Worley,** 72½. Mr. **Worley** is buying 22½% interest from Mr. Bush and others for a total of $41,625. Ann. Aug. 12.

KCOR San Antonio, Tex.—Seeks assignment of license from **KCOR Inc.** to **Inter-American Radio Inc.** for $400,000 plus $120,-000 for agreement not to compete. Purchaser is group headed by **Ralph N. Weil,** president and 10% owner. Group includes **G. Sumner Collins, Joseph Savalli, Edna M. Hartley, Georgia L. Weil** and **Hall Syndicate Inc.,** all 13.515%. Purchasers are owners of Laclede Radio Inc., licensee of KATZ St. Louis, Mo. Ann. Aug. 16.

WCCN Neillsville, Wis.—Seeks transfer of control of **Central Wisconsin Bcstg. Inc.** from **Herman North,** 42.8%, and **Howard Sturtz Jr.,** 48.4%, to **Herman North,** 19.6%, and **Howard Sturtz Jr.,** 71.6%, for $5,800. Ann. Aug. 12.

Hearing Cases

INITIAL DECISIONS

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward dismissing without prejudice application of Sanford L. Hirschberg and Gerald R. McGuire for new am station to operate on 1300 kc, 1 kw, D, in Cohoes-Watervliet, N.Y., and granting application of Fairview Bcstrs.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING August 17

	ON AIR		CP	TOTAL APPLICATIONS
	Lic	Cps.	Not on air	For new stations
AM	3,459	39	95	849
FM	727	22	185	146
TV	472	61	75	116

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING August 17

	VHF	UHF	TV
Commercial	453	80	533
Non-commercial	35	12	47

COMMERCIAL STATION BOXSCORE

As reported by FCC through June 30, 1960

	AM	FM	TV
Licensed (all on air)	3,455	714	471[1]
CPs on air (new stations)	36	32	63[2]
CPs not on air (new stations)	115	196	76
Total authorized stations	3,603	942	656
Applications for new stations (not in hearing)	593	72	27
Applications for new stations (in hearing)	204	36	75
Total applications for new stations	797	108	102
Applications for major changes (not in hearing)	582	29	38
Applications for major changes (in hearing)	277	10	14
Total applications for major changes	859	39	52
Licenses deleted	0	0	0
CPs deleted	0	0	0

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[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

for new station on 1300 kc, 5 kw, D, DA, in Rensselaer, N.Y. Applicants entered into merger agreement. Ann. Aug. 15.

■ Hearing Examiner Millard F. French issued supplemental initial decision looking toward granting application of Northwest Bcstrs. Inc., for new am station to operate on 1540 kc 1 kw. DA, unl. in Bellevue, Wash., and denying application of Rev. Haldane James Duff for new station on 1540 kc, 10 kw, DA-1, unl. in Seattle, Wash. Ann. Aug. 15.

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward denying applications of Old Belt Bcstg. Corp. (WJWS), South Hill, Va., and Patrick Henry Bcstg. Corp. (WHEE), Martinsville, Va., to increase power of their stations from 1 kw to 5 kw, contining operation on 1370 kc, D. Ann. Aug. 15.

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Robert Burdette & Assoc. Inc., for new am station to operate on 900 kc, 500 w, D, DA, in West Covina, Calif. Ann. Aug. 15.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied petition by city of Fresno, county of Fresno, and Fresno City Unified School District for stay of July 7 report and order which made Fresno, Calif., an all-uhf commercial tv market, pending resolution of rulemaking dealing with tv assignments in Barkersfield, Calif. Petition for reconsideration of report and order is pending. Ann. Aug. 11.

■ Commission on Aug. 5, granted petition by Broadcast Bureau and extended to Aug. 11 time to respond to joint petition by applicants for review of examiner's July 25 order in proceeding on applications of Creek County Bcstg. Co., Tinker Area Bcstg. Co., Sapulpa Bcstg. Corp., and M.W. Cooper, for am facilities in Sapulpa and Midwest City, both Oklahoma. Ann. Aug. 11.

■ By letter, on its own motion, commission rescinded and set aside July 20 grant of assignment of license of am station WCBC and remote pickup station KD-9880, Anderson, Ind., from Civic Bcstg. Corp. to Radio WBOW Inc. pending further study of application filed June 7 for transfer of control of Civic Bcstg. Corp. from Paul E. and Jenny Billheimer to Alfred B. Smith, Wendell Hansen and Loren F. Bridges. Ann. Aug. 15.

■ Commission, by board composed of Comr. Lee, on Aug. 12 granted request of Assoc. of Maximum Service Telecasters Inc., for waiver of sec. 1.215 and 1.52 of procedural rules to permit filing of comments and pleadings in printed form by any person if they so wish in lieu of typewritten comments or those prepared by mechanical processing methods in proceeding on interim policy on vhf tv channel assignments and amendment of part 3 of rules concerning tv engineering standards. Ann. Aug. 15.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

■ Granted petition by the Broadcast Bureau and extended to Sept. 7 time to reply to petition by Norfolk Bcstg. Corp. (WNOR), Norfolk, Va., for severance and grant of its am application which is consolidated for hearing. Action Aug. 9.

■ Granted petition by Broadcast Bureau and extended to Sept. 7 time to reply to petition by Long Island's First Station Inc. (WGBB), Freeport, N.Y., for reconsideration in proceeding involving application of Petersburg Bcstg. Co. (WSSV), Petersburg, Va., which is consolidated for hearing. Action Aug. 9.

■ Granted joint petition by applicants and extended to Sept. 1 time to reply to Broadcast Bureau's petition to set aside initial decision and to consolidate in hearing applications of Catskills Bcstg Co., Ellenville Bcstg. Co., and Ulster County Bcstg. Co., for am facilities in Ellenville, N.Y. Action Aug. 10.

■ Granted request by Cosmopolitan Bcstg. Co., and extended to Aug. 30 time to file oppositions to petitions by Springhill Bcstg. Co., and Northwest Mississippi Bcstg Co., to enlarge issues in proceeding on Cosmopolitan's applications for am facilities in New Orleans, La., and Memphis, Tenn., which are consolidated for hearing. Action Aug. 10.

■ Granted petition by Broadcast Bureau and extended to Aug. 23 time to reply to petition by Edwin R. Fischer for severance and grant of his application for am facilities in Winchester, Va., which is consolidated for hearing with am application of Shenandoah Life Stations Inc. (WSLS), Roanoke, Va. Action Aug. 10.

■ Granted petition by Charles J. Lanphier, Golden Valley, Minn., and extended to Aug. 22 time to reply to petition by Eider C. Stangland, Sheldon, Iowa, for severance and for order to make effective immediately initial decision in proceeding on their am applications, et al. Action Aug. 11.

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■ Granted petition by Charles J. Lanphier, Golden Valley, Minn., and extended to Aug. 22 time to reply to the exceptions to initial decision filed by Minnesota Radio Co., Hopkins-Edina, Minn., in am proceeding. Action Aug. 11.

■ Granted petition by Broadcast Bureau and extended to Aug. 10 time to file petition for review of hearing examiner's July 26 memorandum opinion and order in proceeding on am applications of Robert L. Lippert, Fresno, and Mid-America Bcstrs. Inc. (KOBY), San Francisco, Calif. Action Aug. 12.

■ Granted petition by John K. Rogers, Bristol, Tenn., and extended to Aug. 19 time to file exceptions to initial decision in proceeding on his am application and that of Kingsport Bcstg. Co. (WKPT), Kingsport, Tenn. Action Aug. 15.

By Chief Hearing Examiner James D. Cunningham

■ Scheduled following proceedings for hearing on dates shown: Oct. 10: Wilmington, Del., tv ch. 12 proceeding; Oct. 19: Salem, Ore., tv ch. 3 proceeding; Oct 26: am applications of Radio Station WHCC (WHCC), Waynesville, N.C., and Aluminum Cities Bcstg. Co. (WGAP), Marysville, Tenn. Mrs. Jane Rascoe, Corpus Christi, Tex., et al, S&S Bcstg. Co. (WTAQ), La Grange, Ill., Mountain Empire Radio Co., Clinton, Tenn.; Nov. 1: WBIZ Inc. (WBIZ), Eau Claire, Wis., et al; Nov. 7: Triangle Publications Inc. (WNHC), New Haven, Conn., et al, East Arkansas Bcstrs. Inc. (KWYN), Wynne, Ark., et al. Actions. Aug. 10.

■ Denied petitions by Robert A. Riesman and Roger Williams Bcstg Co., for leave to intervene in New Bedford, Mass., tv ch. 6 proceeding. Action Aug. 10.

■ Granted petition by WSTP Inc. (WSTP), Salisbury, N.C., to extent that it seeks dismissal of its am application; dismissed application with prejudice, and retained in hearing status remaining applications in proceeding. Action Aug. 10.

■ Granted petition by Mid-America Bcstg. Co., (WGVM), Greenville, Miss., and extended from Aug. 16 to Aug. 26 time to exchange final engineering exhibits in proceeding on its am application and that of Voice of New South, Inc. (WNSL), Laurel, Miss. Action Aug. 10.

■ Dismissed as moot following pleadings in New Bedford, Mass., tv ch. 6 proceeding: Applicants' joint opposition to petition to intervene by Robert A. Riesman; applicants' joint opposition to petition to intervene by Roger Williams Bcstg. Co.; and applicants' motion for leave to file joint opposition to petition to intervene by Robert A. Riesman. Action Aug. 12.

■ Granted petition by Broadcast Bureau and continued hearing from Sept. 26 to Oct. 31 in proceeding on applications of Eleven Ten Bcstg Corp., for renewal of license of am station KRLA & aux., Pasadena, Calif., and for license to cover cp. Action Aug. 15.

By Hearing Examiner Basil P. Cooper

■ Scheduled prehearing conference for Sept. 22 in proceeding on am applications of East Arkansas Bcstrs Inc. (KWYN), Wynne, Ark., et al. Action Aug. 12.

By Hearing Examiner Thomas H. Donahue

■ On motion of Peoples Bcstg. Corp., and with consent of other parties to proceeding on application of Inter-Cities Bcstg. Co., for new am station in Livonia, Mich., extended from Aug. 15 to Aug. 22 date for submission of additional engineering exhibits by Peoples Bcstg. Corp. in proceeding. Action Aug. 12.

By Hearing Examiner Millard F. French

■ On own motion, scheduled prehearing conference for Sept. 19 in proceeding on applications of Norman A. Thomas for new am station in Greeneville, Tenn., et al. Action Aug. 12.

■ On own motion, scheduled prehearing conference for Sept. 9 in proceeding on am applications of Southeastern Bcstg. System Inc. (WMJM), Cordele, and Washington Bcstg. Co. (WSNT), Sandersville, both Georgia. Action Aug. 12.

■ Granted petition by Ponce De Leon Bcstg. Co. (WFOY), St. Augustine, Fla., and Indian River Radio Inc. (WMMB), Melbourne, Fla., and extended from Aug. 15 to Sept. 2 time for exchange of preliminary engineering exhibits in proceeding on their am applications, et al. Action Aug. 15.

■ Granted petition by Broadcast Bureau and extended to Aug. 22 time to respond to joint petition for leave to amend their applications by Ponce De Leon Bcstg. Co. (WFOY), St. Augustine, Fla., and Indian River Radio Inc. (WMMB), Melbourne, Fla., in am proceeding. Action Aug. 15.

By Hearing Examiner Annie Neal Huntting

■ Scheduled hearing heretofore continued without date for Sept. 12 at 9 a.m., in proceeding on application of Canandaigua Bcstg. Co., Inc., for new am station in Canandaigua, N.Y. Action Aug. 8.

■ Rescheduled hearing for Sept. 2, which was continued without date by order of July 12, in proceeding on applications of United Electronics Laboratories Inc. and Kentuckiana Tv Inc., for new tv stations to operate on ch. 51 in Louisville, Ky. Action Aug. 9.

■ Rescheduled hearing for Sept. 16, which was continued without date by order of July 12, in proceeding on am application of Babylon-Bay Shore Bcstg. Corp. (WBAB), Babylon, N.Y. Action Aug. 9.

■ Scheduled prehearing conference for Sept. 14 in proceeding on am applications of WBIZ Inc. (WBIZ), Eau Claire, Wis., et al. Action Aug. 12.

■ Granted petition by Service Bcstg. Co., and extended from Aug. 12 to Aug. 19 time to file stipulations and supplemental engineering exhibit in proceeding on its application for new am station in Concord, Calif. Action Aug. 12.

By Hearing Examiner H. Gifford Irion

■ Granted request by Clearwater Radio Inc. (WTAN), Clearwater, Fla., to extent of continuing date for exchange of engineering exhibits from Aug. 17 to Sept. 16, parties will make their requests for witnesses on cross-examination not later than Sept. 28, and request was denied in other respects, and further ordered that date for exchange of engineering exhibits in group A is continued from Aug. 17 to Sept. 16, date for notification as to witnesses from Aug. 31 to Sept. 28, and hearing is continued from Sept. 19 to Oct. 4 in proceeding on am applications of York County Bcstg. Co. (WRHI), Rock Hill, S.C., et al. Action Aug. 16.

■ Granted petition by Washington Home and Farm Radio Inc., for leave to amend its application for new am station in Washington, Iowa, to incorporate into application agreement entered into with competing applicant Washington County Bcstg. Co., for am facilities in Washington, whereby Washington County has been requested to dismiss its application and partners will be permitted to acquire stock interest in Washington Home and reimbursed for expenses incurred in prosecution of its application. Action Aug. 12.

By Hearing Examiner Isadore A. Honig

■ On own motion, scheduled conference of counsel for all parties for 9 a.m., Sept. 7 in proceeding on application of M&M Bcstg. Co. (WLUK-TV) Marinette, Wis. Action Aug. 12.

By Hearing Examiner David I. Kraushaar

■ Scheduled prehearing conference for Sept. 16 in proceeding on applications of Triangle Publications Inc. (WNHC), New Haven, Conn., et al. Action Aug. 12.

By Hearing Examiner Herbert Sharfman

■ Scheduled prehearing conference for Sept. 21 in proceeding on application of Mountain Empire Radio Co. for new am station in Clinton, Tenn. Action Aug. 12.

■ Granted petition by Lake Erie Bcstg. Co. (WLEC), Sandusky, Ohio, for leave to amend its am application to reflect transfer of control to Cleveland Bcstg. Inc.; Lake Erie stockholders have sold their shares to Cleveland Bcstg. which now owns all stock of petitioner; application is consolidated for hearing. Action Aug. 12.

By Hearing Examiner Elizabeth C. Smith

■ Scheduled a prehearing conference for 9 a.m., Sept. 12 in San Angelo, Tex., tv ch. 3 proceeding. Action Aug. 9.

■ Scheduled hearing conference for 9 a.m., Sept. 1, in proceeding on applications of WPET Inc. (WPET), Greensboro, N.C., et al, to discuss procedure to be followed in further hearing; applications were severed from larger consolidated proceeding by memorandum opinion and order of July 27. Action Aug. 9.

■ Scheduled further hearing conference for group 2 for 9 a.m., Sept. 2, to fix new schedule of hearing dates and to consider such other matters as may seem appropriate in proceeding on am applications of Michigan Broadcasting Co. (WBCK), Battle Creek, Mich., et al. Action Aug. 9.

■ Scheduled prehearing conference for 9 a.m., Sept. 13 in proceeding on am applications of Radio Station WAYX Inc. (WAYX), Waycross, Ga., et al. Action Aug. 9.

■ Denied motion by SanVal Broadcasters, applicant for am facilities in Oroville, Calif., to partially quash notice of taking of deposition by James E. Walley, commencing on Aug. 18, in Oroville, in consolidated am proceeding. Action Aug. 10.

■ Granted petition by Jefferson Standard Bcstg. Co. to reopen record in Greensboro-High Point, N.C., tv ch. 8 proceeding; accepted amendment to its application to reflect commitment of Jefferson Standard Life Ins. Co. to purchase certain serial debenture issue of Jefferson Standard and closed record. Action Aug. 11.

By Broadcast Bureau

■ Scheduled prehearing conference for 9 a.m., Sept. 14 in proceeding on applications of Skyline Bcstrs. Inc., and Earl McKinley Trabue. for am facilities in Klamath Falls and Myrtle Creek, both Oregon. Action Aug. 12.

BROADCAST ACTIONS

Broadcast Bureau

Actions of August 12

■ Approved specifications submitted by Triangle Publications Inc., for operation of KFRE-TV Fresno, Calif., on ch. 30 pursuant to report and order, effective August 12: ERP vis. 288 kw (DA), aur. 144 kw (DA), ant. 2,020 ft.; without prejudice to whatever action commission may deam appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of communications act.

KANS Independence, Mo.—Granted mod. of license to change name to KANS Inc.

WMPM Smithfield, N.C.—Granted extension of completion date to March 4, 1961.

WYND Sarasota, Fla.—Granted extension of completion date to Feb. 24, 1961.

WABB Mobile, Ala.—Remote control permitted while using non-DA.

Actions of August 11

WMAR-TV Baltimore, Md.—Granted licenses covering changes in tv station; ant. height 730 ft. (main trans. & ant.); and for auxiliary trans. at main trans. and ant. location.

WAPI-FM Birmingham, Ala.—Granted license covering decrease in ERP to 66 kw, increase ant. height to 1,000 ft. make changes in ant. system and change ant. location.

WJHL-TV Johnson City, Tenn.—Granted license covering auxiliary ant. facilities at main trans. site.

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KPGM (FM) Los Altos, Calif.— Granted mod. of cp to change studio location and remote control point, change ant. type and make changes in ant. system.

KQRO (FM) Dallas, Texas—Granted mod. of cp to change type trans., ant.-trans. and main studio location and establish remote control point; specify studio location and change type ant.

KEAP Fresno, Calif.—Remote control permitted.

KGIL San Fernando, Calif.—Granted extension of completion date to Dec. 31.

KSAN San Francisco—Rescinded July 20 action granting licenses covering installation new trans., and use old main trans. as auxiliary trans. (present main trans. location), and remote control operation.

KGMJ (FM) Seattle Wash.—Rescinded July 25 action granting mod of cp to increase ERP to 70.7 kw, ant. height to 1101 ft.; change ant.-trans. location, type trans. and type ant. and make changes in ant. system.

Actions of August 10

WPAY-AM-FM Portsmouth, Ohio—Granted assignment of licenses to **Radio Station WPAY Inc.**

WPFB-AM-FM Middletown, Ohio—Granted assignment of licenses to Radio Station WPFB Inc.

KGVO Missoula, Mont.—Granted mod. of license to operate trans. by remote control; conditions.

KBCO (FM) San Francisco, Calif.—Granted cp to install new type trans. and increase ERP to 105 kw.

WWDC-FM Washington, D.C.—Granted Mod. of SCA to change sub-carrier frequency from 67 kc to 65 kc.

Actions of August 9

WCAE-FM Pittsburgh, Pa.—Granted license for fm station.

KOOL-FM Phoenix, Ariz.—Granted license for fm station.

KCSJ-TV Pueblo, Colo.—Granted license covering changes in tv station.

WINK-TV Fort Myers, Fla.—Granted license covering changes in tv station.

KQAL-FM Omaha, Neb.—Granted licenses covering change in frequency, increase in ERP and ant. height and change type trans.

WKIP-FM Poughkeepsie, N.Y.—Granted licenses to use old main trans. as auxiliary trans. and installation of new trans.

■ Granted change of remote control authority for following stations: KVOL Lafayette, La., while using non-DA; WGBA Columbus, Ga.; WATW Ashland, Wis.

Actions of August 8

KQEN Roseburg, Ore.—Granted assignment of cp and license to **KYNG Radio Inc.**

■ Granted licenses for following tv stations: KNDO (TV) Yakima, Wash., KALA (TV) Wailuku, Hawaii; WDAM-TV Laurel, Miss.; WABG-TV Greenwood, Miss., and redescribe trans. and studio locations (not change); ERP vis. 28.3 kw, aur. 14.1 kw.

KALB-TV Alexandria, La.—Granted license covering changes in tv station.

WOW-TV Omaha, Neb.—Granted license covering changes in tv station.

KOLO-TV Reno, Nev.—Granted license covering changes in tv station; ERP vis. 77.6 kw (DA), aur. 38.9 kw (DA), ant. 2,930 ft.

KRDO-TV Colorado Springs, Colo.—Granted license covering changes in tv station.

KSYD-TV Wichita Falls, Tex.—Granted license covering changes in tv station.

KPTV (TV) Portland, Ore.—Granted license covering installation of aux. trans. at main trans. site.

WTMJ-TV Milwaukee, Wis.—Granted license covering change in ant. system and ant. height.

WGR-TV Buffalo, N.Y.—Granted license covering changes and to redescribe trans. location (not move) (main trans. & ant.)

WGAL-TV Lancaster, Pa.—Granted license covering changes in auxiliary trans. (at main trans. site).

KYRO Potosi, Mo.—Granted license covering installation of new trans.

WADS Ansonia, Conn.—Granted license covering installation of new trans.

WAAT Trenton, N.J.—Granted licenses covering installation of new trans. and installation of old main trans. as auxiliary trans. at present main trans. location.

KTIM San **Rafael, Calif.**—Granted license covering change of ant-trans. location.

KDNT Denton, Tex.—Granted license covcovering change of ant.-trans. location. to 5 kw and installation of new main trans. for daytime use (2 main trans.)

KIXZ Amarilo, Tex.—Granted license covering increase in daytime power, installation new trans. make changes in DA (DA-1 to DA-2).

KXOA Sacramento, Calif.—Granted license covering increase in daytime power, installation of new trans., make changes in DA system and ground system change from DA-N to DA-2 and specify presently licensed Raytheon RA-1000 bcstg. trans. as nighttime main trans. and new Collins 21-E bcstg. trans. as daytime main trans. and nighttime alternate main trans.

KOVR (TV) Stockton, Calif.—Granted mod. of licenses to change name to Metropolitan Bcstg. Corp. of Calif.

KRKH-FM Lubbock, Tex.—Granted cp to install new type ant. and make changes in ant. system.

WWST-FM Wooster, Ohio—Granted cp to increase ERP to 52 kw and install new type trans.; condition.

WCOV Montgomery, Ala.—Granted cp to install new trans. as alternate main trans. during nighttime hours of operation and as auxiliary trans. during daytime hours; same location as present trans.

WJEF-FM Grand Rapids, Mich.—Granted cp to change trans. location; increase ERP to 500 kw; ant. height to 800 ft.; install new type trans. and new ant. and make changes in ant. system; condition.

WCBS New York, N.Y.—Granted cp to change ant.-trans. location; make changes in ant. and ground system; install new trans. and change studio location; conditions and without prejudice to such action as commission may deem warranted as result of its final determination with respect to (1) conclusions and recommendations set forth in report of network study staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending anti-trust matters; and without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with sec. 317 of Communications Act.

KBOI-FM Boise, Idaho—Granted mod. of cp to change type tran. (composite) and make changes in tran. equipment (modulation and frequency monitor); conditions.

WTSB-FM Lumberton, N.C.—Granted mod. of cp to change type trans.

WDBN (FM) Barberton, Ohio—Granted mod. of cp to increase ERP to 118 kw and make changes in trans. equipment; ant. 440 ft.

WHFI Detroit, Mich.—Granted change of remote control authority (second remote control point).

WJCW-FM Johnson City, Tenn.—Granted request and cancelled cp dated April 8, 1960, authorizing station to operate at reduced power.

■ Following stations were granted extensions of completion dates as shown: WISN-FM Milwaukee, Wis. to Feb. 24, 1961; WIL-FM St. Louis, Mo. to Feb. 15, 1961; KSFV (FM) San Fernando, Calif. to Feb. 6, 1961; WHEN-FM Syracuse, N.Y. to Feb. 16, 1961 and WBVP-FM Beaver Falls, Pa. to Oct. 6.

Action of August 3

WPBC-FM Minneapolis, Minn.—Remote control permitted.

PETITION FOR RULEMAKING

KXLF-TV Butte, Mont.; KXLJ Helena, Mont.—Requests (1) amendment of subsection 21.11 (which generally restricts granting of licenses) by adding new subsection (b), to read as follows (retaining all existing matter as subsection [a]): (b)—Restrictions on duplication of programming—Station license may not be granted for use of microwave frequency or frequencies for purpose of transmitting tv programs to any catv systems if, within period of 30 days program or programs so transmitted would duplicate one or more programs broadcast or scheduled to be broadcast by tv station which is providing only available locally originated tv broadcast service in same area.

(2) Amendment of sec. 21.26 to read as follows (new matter underscored): sec. 21.26—Grants without hearing—(a) Where applicant for radio facilities is proper on its face and where it appears from examination of application and supporting data that (1) applicant is legally, technically, financially and otherwise qualified; (2) grant of application would not cause harmful interference to existing station or station for which cp is outstanding within its service area; (3) grant of application would not preclude grant of any pending applications; (4) grant of application would not adversely affect continued operation or establishment of only available tv station which provides locally originated programs in applicant's service area; and (5) grant of application would serve public interest, convenience or necessity, commission will grant application without hearing.

Denied by memorandum opinion and order adopted July 20, 1960 and released July 25, 1960.

The Collins Announcer provides complete console-amplifier facilities away from the studio. The three-channel Announcer is ideal for remote broadcast promotions because it is compact, completely transistorized and easily carried in the car.

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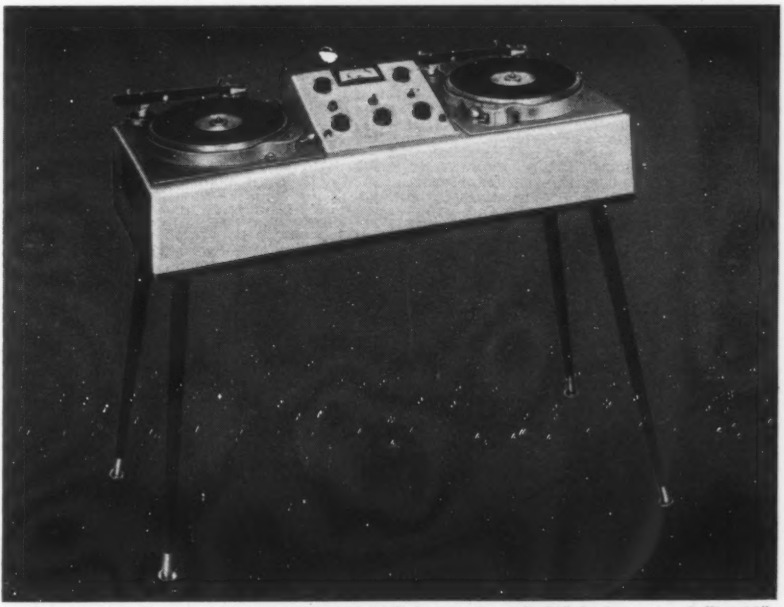

68 pounds • cabinet is 44" long, 17" wide, 10" deep and stands 31" high • two Collins 12", 4-pole motor turntables • 14 transistors • two low level mike inputs and one high level nemo input • within ±2 db frequency response on mike channel at 70-15,000 cps • 117 v, 60 cps power requirement. For more information contact your Collins sales engineer or write direct.

CLASSIFIED ADVERTISEMENTS

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RADIO

Help Wanted—Management

Mid-south chain—4 top rated stations—has opening for salesman with management potential—30-40—married. Guarantee—moving expenses—rapid advancement for producer. Area applicants favored. Send resume, photo first letter. Box 481B, BROADCASTING.

California station with terrific advertiser acceptance needs sales manager to improve current $185,000 per year billing. Station is in medium market on low frequency covering vast San Joaquin Valley with tremendous new potential. This sales manager must be experienced self-starter with good sales production and stable record. Must be creative sales manager able to work well with staff. Ideal working conditions and top salary to right man. Interview required. Give all details first letter. Write Box 780B, BROADCASTING.

California 5,000 watt station in medium market needs capable and aggressive sales minded manager. Take full charge. Must have proven record of producing and desire stable situation where enlarged responsibilities provide larger income. Must be on the street salesman able to handle salesmen and staff. Salary plus percentage of profit. Ideal climate, ideal working conditions. Interview required. Write Box 781B, BROADCASTING.

Wanted: Sales manager, $600 guaranty plus commission. Rocky Mountain, 5,000 watt network station. Send complete resume Box 789B, BROADCASTING.

$800 a month guarantee plus use of car to top man who can become sales manager. Must have proven record, 25-40 years age limit. Seattle 2, Washington, KTIX Radio. Give full details and picture. Album programming. Contact H. B. LaRue.

Sales

Salesman—Mid-Atlantic top rated fulltimer (not a juke box operation) desires salesman who can sell at rate card. Mail resume and financial requirements to Box 163B, BROADCASTING.

Mid-south chain. See our ad under management. Box 481B, BROADCASTING.

Big money for hard hitting experienced closer at top rated major market Florida station. Guaranteed salary to start, plus cash incentive and bonus plans. Our salesmen are highest paid in the city. Market prosperous, competition keen, rewards high for aggressive competitor. Living conditions unrivaled anywhere in Florida. Tell all in first letter. Box 648B, BROADCASTING.

Growing Illinois station needs combination announcer-salesman. Box 659B, BROADCASTING.

Announcer-salesman for greater Pittsburgh area station. Must be experienced both fields and looking for a home with a fast moving, fast growing organization. Station top rated in market and has never lost a survey. Guaranteed $110 per week to start. Send tape, resume, and photo immediately. Box 680B, BROADCASTING.

Are you ready to step up in sales work? Here is an opportunity. Texas. Box 705B, BROADCASTING.

Broadcasters . . . station managers . . . is there a competing sales manager or a top radio time salesman in your territory who sends you home with a bad headache? If you will furnish us with his name and address and tell us approximately how much money he makes, we will try to remove the irritation. Write Box 316, Frewsburg, New York.

Help Wanted—(Cont'd)

Sales

Progressive station wants good salesman-announcer immediately. Excellent opportunity. KWRT, Boonville, Missouri.

Steady, dependable announcer-salesman wanted. Good earnings for hard worker with references. Please forward qualifications and audition to Ed Damron, Manager, WSSC, Sumter, S.C.

Wanted, a young man with drive and ambition. Experienced in radio sales and programming. Robert G. Jennings & Assoc., 64 East 55th St., New York 22, N.Y.

Announcers

Negro announcer. Must be experienced and rockin' personality for major market station. Rush experience and tape. Box 591B, BROADCASTING.

We need a top man for a top station in a major Florida market, to do disc jockey show and assume position as production manager. Must have excellent voice. Strong commercial. Creative. No top 40 specialists. This is solid career opportunity for right man. Must have adequate experience. Send tape and resume to Box 609B, BROADCASTING.

Deep south network affiliate needs outstanding radio newsman, preferably with journalism degree. Position requires creative approach gathering, writing and producing news. Send resume, tape, and salary requirements. Box 645B, BROADCASTING.

Experienced, stable, versatile announcer, with board showmanship. Weekly minimum, $80.00. Illinois. Box 658B, BROADCASTING.

Negro announcer with 1st ticket and strong air personality for established major market station. Must be a go-getter. Resume and tape immediately. Box 662B, BROADCASTING.

Announcer-jockey for mid-day shift. Must have one or two years experience. Middle west NBC affiliate. Send tape, resume, and photo. Box 728B, BROADCASTING.

In central Florida—dj for modern pop music format—one of chain of stations. Excellent job with advancement opportunities. Top salary to right man. Sales experience or 1st phone helpful—not necessary! Must be top-notch production man. Send resume and air check. Box 744B, BROADCASTING.

Major Pittsburgh station has opening for exciting modern radio personality. Experience with Storz, McLendon, or Bartell type operation highly desirable. Rush your best tape. Box 749B, BROADCASTING.

Opportunity! Learn tv while you do radio on top-rated midwest music and news station. Only bright, fast paced dj's send tape and picture to Box 758B, BROADCASTING.

Michigan fulltime station wants morning man $120.00 per week. Send tape and picture with first letter, material will be returned. Box 761B, BROADCASTING.

Florida. Number one station in south Florida area has immediate opening with top income for experienced, versatile dj to handle "top fifty" morning show. Must be conscientious, cheerful and outstanding in the creation . . . production of tape commercials. Rush tape, photo and resume: P.O. Box 539, Hollywood, Florida.

Announcer for progressive station, experience necessary, no top 40. Good pay. KBRZ, Freeport, Texas.

Opportunity for married staff announcer. Send resume. Network station. KFRO, Longview, Texas.

Help Wanted—(Cont'd)

Announcers

Colorado daytimer will soon have staff opening for versatile announcer. Voice, desire to work and learn more important than experience. 1st ticket desirable not necessary. Send information, resume, tape to Bill Corrick, Manager, KLOV, Loveland, Colorado.

Staff announcer—$80 per week. Write KNIM, Maryville, Missouri.

Announcer, preferably with first phone. Must be good announcer with right attitude and ability. Not top 40 operation. Send tape resume and picture to KTOC, P.O. Box 550, Jonesboro, Louisiana.

Experienced announcer with first phone license. Afternoon pops music and news programming. WCMY, Ottawa, Illinois.

Announcer wanted for station located near beautiful great Smokey Mountains. Must be young, ambitious and determined to advance. Lots of experience not necessary, but will welcome your ideas. This is a chance for a young man to learn all phases of radio work. Radio Station WFSC, Franklin, North Carolina.

Program director and top air personality for WGEE, Indianapolis. Send background and tape to Tim Crow, Rollins Broadcasting-Telecasting. P.O. Box 1389, Wilmington, Delaware.

$100 per week, at least 5 years experience. Send tape and employment record, WINA, Charlottesville, Va.

First ticket announcers wanted, beginners considered, sales possible. WIOS, Tawas, Michigan.

A-1 country-western 5 kw station will pay A-1 salary for A-1 engineer-announcer. Send tape, resume and picture. WQIK, Jacksonville 6, Florida.

Steady, dependable announcer-salesman wanted. Good earnings for hard worker with references. Please forward qualifications and audition to Ed Damron, Manager, WSSC, Sumter, S.C.

Have immediate opening for play-by-play man with sales experience. Excellent opportunity. Call 385-2171 Chester, South Carolina, collect.

Perspicaciously written emcee and deejay comedy patter. For details write B.L. Enterpries, P.O. Box 1, Elkhart, Indiana.

Wanted: Personality for midnight show. Top rated fulltime independent. Good pay. Wonderful climate on Florida east coast. Call Dick Clark, Clinton 2-6491, Daytona Beach, Florida.

Immediate opening—announcer, beginner with potential. Forward tape, resume, photo to Ralph L. Hooks, Dixie Stations, P.O. Box 46, DeRidder, Louisiana.

Technical

Excellent opportunity for combination chief engineer-announcer in southeast. $115.00 weekly salary for right man plus opportunity for advancement to supervisory capacity with salary increase. Send tape, resume, references and photograph if available to Box 494B, BROADCASTING.

Engineer for eastern Ohio radio station. State experience and salary desired. Box 567B, BROADCASTING.

Virginia 1000 watt independent needs permanent, reliable engineer-announcer. Good salary, hours to right man. Send resume and tape to Box 677B, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Excellent opportunity for combination chief engineer-announcer in Virginia area. $120.00 week start for right man. Engineering ability primary concern. Small, unhurried market, good music. Send tape, resume, references and picture to Box 683B, BROADCASTING. Only pleasant, men of good character need apply.

Wanted, first phone engineer. Prefer younger man who can learn our operation. Steady station in mid-Atlantic area. Box 771B, BROADCASTING.

Chief engineer wanted. Must be experienced to maintain equipment. Give details, references, experience in first letter. Good pay, steady, west Texas. 1000 watt station. Box 795B, BROADCASTING.

Engineer-announcer. Experience necessary. Good salary. KBRZ, Freeport, Texas.

Top grade 1st engineer for complete charge, 1 kw station. Salary open. Must be good on equipment maintenance. Send complete resume to Jim Pryor, KCJB, Minot, N. Dak.

First class engineer wanted am and fm. WFAH, Alliance, Ohio.

Engineer or combo engineer-announcer. Wanted immediately. WVOS, Liberty, New York.

Production-Programming, Others

Long established CBS affiliate leading southeastern market needs creative program director. Must have knowledge modern radio operation—have showmanship flair and be able to handle promotion and publicity. Young man on way up preferred. State experience and salary desired first letter. Box 739B, BROADCASTING.

Local newsman-gather and announce 250 fulltime-southeast New York state. Box 786B, BROADCASTING.

Experienced farm director—to deliver agriculture story, rich farm market. Regional station. Contact Jim Pryor, KCJB, Minot, N. Dak.

Girl Friday as personal assistant to operations manager of top rated 5 kw in 26th market. 5 day-40 hour week, full employee benefits. Send photo, resume, and salary requirements to Jim Stanley, WGH Radio, Norfolk, Virginia.

Local news director. August opening at daytime kilowatt to head established news bureau and work with news writer and three correspondents. Air conditioned quarters, 5 day week, vacation, hospitalization and pension benefits. Apply to William Holm, WLPO, LaSalle, Illinois.

Have an immediate opening for experienced radio program-production man to build local and regional feature program concept. Write or phone Program Director, WOOD Broadcasting, Inc., Grand Rapids, Michigan.

Program director-dj for adult format. Salary open. Advancement and management opportunity. Send full resume, picture and tape with letter. Confidential. Jim Pryor, KCJB, Minot, N. Dak.

Want to live and work in radio or Television in northern California, southern Oregon? Sales, transmitter operators, production. Write Jerry Poulos, Box 1189, Medford, Oregon.

RADIO

Situations Wanted—Management

Thoroughly experienced and successful in sales, management, and operation. 28 years in radio, sober, best references. Experienced in both small and metro markets. Willing to invest, work on percentage, or lease-purchase. Available now after sale of own station. Box 656B, BROADCASTING.

Young Pennsylvania broadcasting executive seeks management or sales manager's position. 7 years broadcasting. Presently employed. Box 730B, BROADCASTING.

Situations Wanted—(Cont'd)

Situations Wanted—Management

Manager—5 in 1 (manager-comm manager-prgm director-sports director-general staff announcer). 16 years thorough experience in radio-tv. Can run station economically-successfully. Sales my "forte". Age 37, married, four children. Fine personality-am hustler. Prefer southeast. Top references. Box 756B, BROADCASTING.

Top man—top references. Excellent character, A.B. degree. Will invest 12 years solid radio knowledge. PD-sales-N.D. Guarantee to increase sales and build audience midwest. Let's get together. Box 757B, BROADCASTING.

Operations manager—Over 20 years experience all phases except sales and sports. Sober, reliable, excellent personal and professional references including present. Eastern U.S. Must be permanent with station having excellent reputation in employer-employee relationship. Box 759B, BROADCASTING.

Manager: Profitable operation record past two years present job. Owner will confirm; facts to substantiate. Present position secure, but I'm prospecting for greater earning potential. Extensive 'pro' sales and executive background record. Experienced, dependable, financially sound business man seeks your confidential inquiry. Box 768B, BROADCASTING.

Competition got you down? Thinking of selling? Stop! Let me develop a saleable product and results producing sales force as your manager. Box 782B, BROADCASTING.

On way up. Successful salesman, sales manager. Large, medium markets. Top 40, network stations. Looking for sales manager larger market or station manager medium market. Prefer growing organization. Box 783B, BROADCASTING.

Too many years (6) of California razzle-dazzle prompt the desire for return "back-home" to midwest and at least a semblance of radio normalcy and sincerity. Must be a solid, smaller market with an understandable potential. Age, 45; 28 dedicated years in radio; married with 2 teeners, community-helper type, fine sense of humor coupled with business acumen. No desk-jockey, proved by record of production. Wears well with staff, ownership, and the all-important advertiser. This aggressive guy seeks no "pasture", just a sound community for family growth and well-being for a long and rewarding future as a result of his 'know-how" and hard work. Write or wire Box 788B, BROADCASTING.

10-years business, two years sales experience in top 50 market. Prefer commercial manager, general manager, will consider sales. The best of references. Available immediately. Box 794B, BROADCASTING.

Sales

Radio time salesman presently located in New York suburban area seeks connection with radio or tv rep or a wide awake radio station. Experienced in sales, promotion and service of all types of accounts. Will relocate for right opportunity. Salary or draw against commission plus expenses. Box 642B, BROADCASTING.

Commercial manager, desires change, copywriting, sales, announcing, manager experience. Will travel. Box 793B, BROADCASTING.

Announcers

Combo, 1st phone, 3½ years announcing, age 27, married, like country western, prefer midwest. Available now. Box 731B, BROADCASTING.

Talented dj, experienced, young, single, draft-free, college, wants swingin' small-market, top 40 operation. Will travel. Box 625B, BROADCASTING.

Up and at 'em morning dj. Play-by-play. Some tv. Versatile. Excellent references. $125.00 minimum. Box 646B, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced announcer. Skilled enthusiastic dj-newscaster. Prompt tape. Box 688B, BROADCASTING.

Announcer, first phone, desires relocation near Albuquerque. Fifteen months experience as program director, announcer and engineer. Emphasis on announcing. Presently employed. Box 670B, BROADCASTING.

Attention Los Angeles area! McLendon experienced . . . Fantastic news, amazing jock ability. Night shift needed. Box 671B, BROADCASTING.

Announcer-accountant, experienced in both, 24; college grad . . . radio-tv. Box 694B, BROADCASTING.

Ambitious, experienced, dj announcer. Wish permanent employment. Work own board. Would like market in Illinois, Indiana or Ohio. Available for personal interview between 19-30 September. Military obligation completed. Box 721B, BROADCASTING.

Wish to raise family in west. 10 years experience as dj personality-sports play—sales. Available on notice. References. Box 724B, BROADCASTING.

After seven (7) years in radio and television, as an announcer disc jockey (both radio and television), director and newsman considering . . . New York City, Cleveland, Miami, San Francisco, Los Angeles, or Chicago. Picture, tape, resume on request. Minimum $150.00 weekly. Box 725B, BROADCASTING.

Combo, 1st phone 3½ years announcing, age 27, married, likes country western, prefer midwest. Available now. Box 726B, BROADCASTING.

Do you like Cole Porter . . . George Gershwin . . . Rodgers and Hart? So do I!! Let's get together. Experienced, professional, stable, sober, mature, married announcer seeking long-term employment. Box 734B, BROADCASTING.

Announcer-1st phone, top 40, family man desires North Carolina. Box 736B, BROADCASTING.

Announcer: mature, capable, dependable. Desires starting position on staff—news and commercial forte. Box 752B, BROADCASTING.

Announcer-continuity writer, 10 years experience, desires permanency: future. Box 754B, BROADCASTING.

Announcer—Over 15 years experience. Presently employed. No sports, no swingin' jock. Must be good music (pop and/or classical). Eastern U.S. Must be permanent. Highest personal and professional references. Box 760B, BROADCASTING.

Bright personality available September 15. Ambitious, versatile talent, sense of humor but sincere. 26, 5 years experience, 1st phone, married, reliable, personable. Will become major talent in right spot. Prefer west coast. Box 763B, BROADCASTING.

Young, aggressive announcer, graduate broadcasting school—Prefer central Pennsylvania, but will consider all offers. Box 769B, BROADCASTING.

Young announcer, graduate broadcasting, 2 years college, will travel and sell. Prefer Florida, but will consider all offers. Box 770B, BROADCASTING.

Announcer/chief engineer/production, program director Directional, major market experience. Box 772B, BROADCASTING.

Top rated jock in major midwestern market. Can swing or sway, will do it your way. Family man, age 27, BA radio-tv programming. Experience qualifies for desired position as jockey in major or jockey-pd in medium market. Box 773B, BROADCASTING.

Negro disc jockey, looking for work, can do news commercials, and work own board. Box 774B, BROADCASTING.

Negro dj, vet, married, experienced combo, tight format, not a drifter or prima donna, want to settle down. Box 775B, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer, college graduate desires start in radio. Strong on news, commercials, dj. Tapes on request. Box 776B, BROADCASTING.

Salary second to potential. Emphasis local news-remotes, minimum staff. Box 777B, BROADCASTING.

Announcer/gal Friday. Ego compels ambitious versatile new entry in radio/tv broadcasting to prove she's potential talent and a terrific asset. Thoroughly trained, tape available. Box 790B, BROADCASTING.

Young negro announcer-dj. 5 years experience, not afraid of hard work, eager to get ahead, willing to relocate. Edward Green, 265 E. Columbia St., Hempstead, N.Y. Phone IV 6-2868.

Newsman, announcer-dj desires small, medium market station in middle or northwest. Adult programming only. Married, sober, stable. Handle any board. Little commercial experience. Lots of know-how and ambition. Want position with room for advancement. Salary no problem. Jerry Austin, Box 12212, Cove Station, Panama City, Florida. Phone: Poplar 3-8156.

Young talented announcer-dj-copywriter. Experienced. Mature voice with a very strong on the air personality, plus good salesmanship. Ambitious. Hardworking. I could go on and on, but it's costing me too much. Hurry! This is a limited offer. Have voice, will travel. Contact Larry Beller, 1745 East 55th St., Chicago 15, Illinois. Phone: BUtterfield 8-5404.

Experienced announcer. Bill Huntington, 9952 Schiller, Franklin Park, Illinois. Gladstone 5-7990.

If you want top coverage and have a heavy play-by-play schedule, I'm your man. Seven years experience. Bob Mann, P.O. Box 1029, Galesburg, Illinois.

Modern live wire swinging' dj. Fast paced, strong enthusiastic happy sound. Great Lakes and midwest major market areas experience. Available September 1. Bob Montgomery, 16806 Lkwd. Hts. Blvd., Cleveland 7, Ohio.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Young man looking for a start in radio or tv. Covered all phases of studio operations. Write Mr. Dimitri Nickas, 226-6 Avenue, Brooklyn 15, N.Y.

Announcer-graduate of announcing school. Low, mature voice, enthusiastic beginner with some board experience. Norm Swenson, 3741 Dukeshire, Royal Oak, Michigan. LIberty 9-4159.

Technical

Engineer, 1st class, 10 years experience, transmitter, remotes, recording maintenance. New York, Connecticut area. Box 722B, BROADCASTING.

First phone. Radio station in Florida. Ten years transmitter experience. Box 723B, BROADCASTING.

Engineer-announcer. 5 years experience in all phases of maintenance and programming. Box 735B, BROADCASTING.

First class license—some experience—no maintenance—prefer small stations. Box 741B, BROADCASTING.

Chief engineer available September 15th. Twenty years experience in radio and tv. Box 746B, BROADCASTING.

Experienced: 1st engineer-announcer. Desire change. Box 796B, BROADCASTING.

Engineer, first fone, 15 years experience. Desire Alabama, Florida. Permanent. Phone after 6 o'clock. LY 2-9935. Delbert King, 142 No. 63rd St., Birmingham, Alabama.

Man, 23, first phone, veteran, single, car. Wants job in radio or tv station. Four years electronic experience with the Navy. Prefer midwest. Neil Michel, 402 E. Jefferson, Owensville, Missouri, GEneva 7-3415.

First class transmitter job with future, 13 years experience. Will consider am or tv, any location that pays. Telephone Crestwood 3-4158, Jefferson Rice, 708 West Central, Bentonville, Arkansas.

Production—Programming, Others

Take a giant step in ratings and income! I know a program director who can put your station at the top of every timebuyer's list. His 15 year background in modern format radio is solid success. National agencies and rep's acknowledge his creative programming and sales-building production work. Presently employed, this man welcomes new challenges in a top-twenty market . . . the tougher the better. For the best investment in personnel you ever made, write Box 630B, BROADCASTING.

Top-flight news and sports. Can handle own department. Excellent background. Also handle radio-tv combination. Mid-twenties, good looking, married. Box 707B, BROADCASTING.

Women's director—Original ideas. Versatile, qualified. No "girl"—not "grandma". Box 720B, BROADCASTING.

Newsroom trainee, fulltime with opportunity to prepare and air news. Former Good news delivery. Eight years advertising metropolitan newspaper. Two years college. Desire return to radio and/or tv. $85 minimum. Box 738B, BROADCASTING.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)____________________

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)
☐ **Help Wanted**—25¢ per word—$2.00 minimum
☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space
☐ **All other classifications** 30¢ per word—$4.00 minimum
(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

DISPLAY SPACE ☐ 1 in. ☐ 2 in. ☐ 3 in. ☐ 4 in. ☐ other

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D.C.

NAME____________________

COMPANY____________________

ADDRESS____________________

Remittance enclosed $ ☐ **Bill**

Situations Wanted—(Cont'd)

Production-Programming, Others

Radio newsman, ready for news directorship. 9 years experience, college grad, married with 6 children. Desires major mid-west market. Currently #2 man in one of the top ten markets. References. Box 740B, BROADCASTING.

Sports director at kilowatt regional wants more sports-minded station. Refreshing play-by-play. Will make your sports programming authoritative and appealing. Can supplement sports with news and sales—strong on both. Also dj and run board. Hard worker who will take a genuine interest in your station. Graduate Brown University. Box 742B, BROADCASTING.

TV-radio sports director . . . 10 years experience, play-by-play, continuously plus solid background-news, sales, and executive experience. Prepared for responsible position in larger market. College education, 33, family. Tape and pictorial audition available. Interview upon request. Currently employed. Box 743B, BROADCASTING.

Newsman-broadcaster. Journalism-radio announcing background. Master's degree in history; now employed as newscaster. Family man. Large metropolitan anywhere. Box 750B, BROADCASTING.

Accomplished vignetter. Fast, creative copywriter. Highly identifiable, pleasant voice. "Off the cuff" delivery. Experienced: management, sales, programming, public relations, promotions. Mature, moderate, excellent television appearance. Magnetic personality, radio or tv. Masterful interviewer. Long and clean background, over twenty years best recommendations. Wants chance to earn permanency. Presently radio, television rep. Box 764B, BROADCASTING.

Newsman, college graduate, three years commercial radio news, three years educational radio and television, family, veteran. Desires to relocate in northeast. Box 767B, BROADCASTING.

Newsman to write-air local news, spot coverage, handle mobile unit, remotes. Produce human interest features. Box 778B, BROADCASTING.

Spark gone from your news dept? Veteran radio and tv newscaster, editor, administrator, 11 years. Has spark, will plug. Degree, proven ability. Presently employed; seeking to direct news operation in greener pastures. Box 791B, BROADCASTING.

TELEVISION

Help Wanted—Sales

Northwest well-rated CBS vhf-tv affiliate in medium market with pleasant year round climate expanding local sales force. The salesman we want must be thoroughly experienced in tv selling. Salary and commission. Send experience resume to Box 751B, BROADCASTING.

Top salesman for top station in southeast. First 50 market, channel 2, CBS affiliate now in 11th year, covering 466,640 tv homes wants experienced, aggressive local-regional salesman. Background and character must withstand rigid investigation. Immediate opening. Rush complete resume which must include picture, billings history and salary requirements to Dick Holloway, Sales Manager, WFMY-TV, Greensboro, N.C.

Have immediate openings for three experienced tv or radio salesmen or salesmen-announcers. 8 year old organization. Car necessary. Moderate draw against excellent commission. No traveling. Present openings include Virginia, South Carolina, Ohio. Write or call Cy Newman, HD Productions, Inc., 2016 Bishop Street, Petersburg, Virginia. Regent 3-6394.

Announcers

Staff announcer for southern market. Radio experience acceptable. Prefer southerner. Box 748B, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Wanted: By September 1, 1960. Announcer for tv station. Experienced, with good voice and commercial delivery. Mostly off-camera work. Some copy writing. Man with radio or tv experience needed to qualify. Drifters and hot-shots need not apply. Employee insurance and vacation privileges. Write or call Wendell Elliott, General Manager, WTVC-TV, Dodge City, Kansas.

Technical

Technical supervisor—Experienced maintenance GE transmitter and studio equipment. Northwest location. Salary $6,000-$7,000 annually. Box 732B, BROADCASTING.

First class engineer for maintenance in combined tv-am operation. Experience with tv studio and transmitter equipment desirable. Job could develop into position of maintenance supervisor. "Contact Stan Stydnicki, KMMT-TV, Austin, Minn."

Experienced tv broadcast engineer with full power vhf station in Montana's largest metropolitan area close to excellent hunting and fishing. Position available for engineer who likes maintenance operation planning and installation. 40 hour week. Call collect ALphine 2-5611, Grant French, KOOK-TV, Billings, Montana.

Vacancy for television engineer. Experience desirable, but not absolutely necessary if have radio background and willingness to co-operate and work. Good working conditions. Manager, KSWS-TV, Roswell, New Mexico.

First class engineer for tv master control operation. Experience preferred but will consider recent graduate of technical trade school. "Contact E. M. Tink, Dir. of Eng., KWWL-TV, Waterloo, Iowa."

Chief engineer—under technical director for two tv stations in Puerto Rico. Wonderful climate, good salary and working conditions. Experience necessary. Send photo, references, etc. to John G. Johnson, P.O. Box 5176, Ardmore Station, Winston-Salem, N.C.

Production-Programming, Others

Artist for Illinois tv station. Must be able to spell. Can't be too temperamental. Have own thumb tacks. If you're a beginner you best be able to take criticism. Include your fringe abilities. Box 765B, BROADCASTING.

Help wanted: New Florida television station serving Fort Pierce-Vero Beach area now staffing departments. On air October First. WTVI, Fort Pierce, Florida.

Art director. Southeastern capital city vhf seeks man experienced in television art to assume responsibility for all art work, scenic design and to direct photographer. Must be creative and ambitious. Attractive company benefits, pleasant working conditions at multiple ownership station. Please submit resume, recent photo, references and samples of your tv art work to Box 785B, BROADCASTING.

Three directors for Detroit educational tv station; $6,540; one year contract only; director-designer, director-writer; director-producer; station broadcasts 39 live weekly programs plus special sports, documentary, drama programs. No classroom teaching involved. Write: W. T. Rabe, 3800 Puritan, Detroit 21, Mich.

TELEVISION

Situations Wanted—Announcers

Six-year major market radio veteran seeking tv opportunity. Now number one rated dj with wide personal appearance background. $150.00 minimum. Box 755B, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Tech school grad, 1st phone, vet., 1 year experience, wants permanent position, studio engineer preferred. Box 737B, BROADCASTING.

Available September 15th. Nine years of tv studio operation plus many years in radio and first phone license. Box 747B, BROADCASTING.

1st phone license, over 2 years experience including directing and all phases of studio operation. Presently employed with radio and tv outlet. Willing to relocate for right position. Box 787B, BROADCASTING.

Production-Programming, Others

Authoritative news director, weatherman, aviator. Available September 8th after directing Transcontinental Air Mail Anniversary celebration. Russ Brinkley, Box 1228, Harrisburg, Pennsylvania.

FOR SALE

Equipment

Two Magnecord PT6, good shape, $275.00 each. Box 727B, BROADCASTING.

For sale, 1-kw fm transmitter, excellent condition, $200. Box 729B, BROADCASTING.

RCA 73B disc recorder with head and automatic recording equalizer. $200.00. Box 733B, BROADCASTING.

Gates 250C1 transmitter $825. Gates 31A speech console $250. Gates 28C0 limiting amplifier $50. Berlant BRL recorder $100. 8′ rack $35. Turntable preamp $25. Bogan M6 mixer $20. Bob Bradbury, Radio Station KHEM, Big Springs, Texas.

(1) RA-1000 broadcast transmitter now in operation, 630 kc. (1) Gates frequency monitor. (1) Gates modulation monitor. (1) RCA program amplifier. (1) Rack cabinet. (2) Gates CB-11, 16″, three-speed turntables in cabinets, with pre amps, G.E. Pick-Up arms and G.E. plug-in cartridges. (1) Composite approved Nems-Clarke type phase monitor for two tower array. (2) Self-supporting 345 ft. Lehigh Radio Towers, complete with lighting kits, flashers, and beacons. (1) RCA-20 Jack patch panel and terminal block. (1) Raytheon built Phasor, two pattern, instantaneous day-night switching. Radio Station KIDD, Box 1070, Monterey, California.

Two complete DuMont Flying Spot Scanner systems. First system has two DuMont 16 mm projectors, two Swindler Saupe slide projectors, opaque section. Original cost $31,300. In daily operation until last week. Excellent condition. Price $6,260 firm. Second system is full color and consists of two 16 mm DuMont projectors, one color modified. Two color DuMont slide projectors. Original cost $32,192.00. Price $6,500 firm. Will sell both for $12,000 firm. Contact Homer Lane, KOOL-TV, Phoenix, Arizona.

Two magnecorders pt6ah and associated amplifiers pt6J . . . in excellent condition . . . must sell at once . . . call W-DOG Radio, Marine City, Michigan, telephone RO. 5-7944, ask for Mr. Cale . . . Make us an offer.

Guyed tower—heavy duty Utility type 260 with A-2 lighting. 150′ standing—40′ grounded—190′ overall. Available immediately. Radio Station WOKJ, P.O. Box 2667, Jackson, Mississippi. Telephone FL 4-4096.

For Sale: Federal 192A 3,000-watt fm transmitter and station monitor just replaced by higher power equipment. $2,500.00. WQXT AM-FM, Palm Beach, Florida.

FOR SALE

One RCA type BTA-5F am transmitter, 5 kw output operating and tuned to 1310 kc. One RCA type BTF-10B fm transmitter 10 kw output—operating and tuned to 97.3 mc. Contact: Dan Hydrick, WGH Radio, Norfolk-Newport News, Virginia.

FOR SALE

Equipment—(Cont'd)

Continental Towers, Inc. Tower erection and maintenance. 13 Beech Road, Glen Burnie, Maryland. 24 hour service—Southfield 6-6855.

Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 550 Fifth Avenue, N.Y.C.

Video monitors. Closed circuit and broadcast, Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

35 mm tv projectors for sale. Four used Simplex Acme projectors with 3-2 pulldown for tv, will be available in September. Contact Otis Freeman, Chief Engineer, 220 East 42nd Street, New York 17, New York—Telephone No. Murray Hill 2-6500.

Tv Video monitors. 8 Mc., metal cabinets starting at $199.00. 30 different models 8" thru 24" Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

WANTED TO BUY

Stations

Construction permit wanted. Small investment group wishes partial interest in radio c.p. Any area. Can furnish capital and references. No brokers. Box 676B, BROADCASTING.

Responsible individual, twenty years broadcast management wants thousand watt daytimer, 50,000-100,000 population primary market, less population if single station market. Eastern seacoast, North Carolina to Florida, principal. Box 701B, BROADCASTING.

Would like to buy radio station direct from owner. Can pay $25-$30 thousand down. Please give full particulars. Box 792B, BROADCASTING.

Equipment

FM: Cash for transmitter monitor, antenna, etc. Also interested in purchase of operating stations. Box 745B, BROADCASTING.

Microphones desparately needed by new etv station. Your gift is 100% tax deductable. Box 766B, BROADCASTING.

Community ant. tv system in any sized market. Box 779B, BROADCASTING.

Want 900 megacycle STL system, complete. Contact R.J. Bitner, Chief Engineer, KRVN, Lexington, Nebraska.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood. Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting August 31, October 26, 1960. January 4, 1961. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1130 Spring St., N.W., Atlanta, Georgia.

The National Academy of Broadcasting (3338-16th St., N.W., Washintgon, D.C.) Est. 1934. Trains and places radio-tv announcers, dj's, writers, producers. Enroll now for fall term.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

MISCELLANEOUS

Have new tapes: Will trade for time! Gospel Broadcasters Agency, Schell City, Missouri.

Comedy for deejays!—"Deejay Manual", a complete gagfile containing bits, adlibs, gimmicks, letters, doubles, etc. $5.00—Show-Biz Comedy Service (Dept DJ-2), 65 Parkway Ct., Brooklyn 35, New York.

RADIO

Help Wanted—Management

CALIFORNIA STATION

With terrific advertiser acceptance needs sales manager to improve current $185,000 per year billing. Station is in medium market on low frequency covering vast San Joaquin Valley with tremendous new potential. This sales manager must be experienced self-starter with good sales production and stable record. Must be creative sales manager able to work well with staff. Ideal working conditions and top salary to right man. Interview required. Give all details first letter.

Write Box 780B,
BROADCASTING.

MANAGER

Northern Ohio medium market station seeks strong sales-management man looking for top potential. Tell all 1st letter.

Box 628B, BROADCASTING.

CALIFORNIA
5,000 WATT STATION

In medium market needs capable and aggressive sales minded manager. Take full charge. Must have proven record of producing and desire stable situation where enlarged responsibilities provide larger income. Must be on the street salesman able to handle salesmen and staff. Salary plus percentage of profit. Ideal climate, ideal working conditions. Interview required.

Write Box 781B, BROADCASTING.

Announcers

LIVELY DISK JOCKEYS
(NOT FRANTIC)

FOR PRESTIGE
PERSONALITY STATION

MAJOR
NORTHEAST MARKET
TOP PAY

Send Audition Tape (7½ I.P.S.)

To Box 657B,
BROADCASTING

Help Wanted—(Cont'd)

Announcers

Top station in Canada's biggest city has opening for one and possibly two top air personalities. Apply together with auditon tape to:

gether with audition tape to:

Box 762B, BROADCASTING

RECORD EMCEE

Outstanding opportunity for creative and mature personality capable of handling both record show and announce staff assignments. Excellent salary and staff benefits, with one of nation's prestige stations.

Send tape, resume and photo to:

Program Manager
WWJ-Radio
Detroit 31, Michigan

Sales

STATION SIGNERS

AA1 Rated National Promotional Agency has several openings for Radio Station contact representatives for patented "Mike Radio" campaigns. Travel 3-state area. Drawing account against commission. Earnings $25,000 yearly up. Radio background and following necessary. Mail background information and qualifications.

John Burroughs, President
UNIVERSAL PUBLICIZERS, INC.
936 N. Michigan Avenue
Chicago 11, Illinois

Technical

CHIEF ENGINEER

Outstanding 50 kilowatt eastern clear channel needs qualified man to handle large plant and staff. Must be strong administrator. Good pay and company benefits. Send complete information on experience, salary required and recent photo.

Box 698B, BROADCASTING

Production-Programming, Others

EXPERIENCED RADIO
NEWSMAN WANTED

With distinctive dramatic style to work fast-moving, independent station. Needs re-write, editorial and aggressive newsgathering ability. Send prospectus and audition tape immediately to:

JACK LAWSON, P.D.
KXOA Radio
P.O. Box 3094, Sacramento 15, Calif.
or
Phone: WAbash 5-2717

Help Wanted—(Cont'd)

Production—Programming, Others

RADIO WRITERS

Radio Station WERE in Cleveland is entering into a new concept of radio and is hiring a staff of creative, imaginative writers capable of writing satire, humor, etc., and flexible enough to adapt to a brand new kind of writing. Salary open. Contact Ed Stevens, Vice President, Programming and Promotion, Cleveland Broadcasting, Inc., 1501 Euclid Ave., Cleveland 15, Ohio. Superior 1-9600.

NEWSMAN WANTED

Experienced, aggressive, newscaster, reporter and editor, for this top-rated, 24 hours station, in the 43rd market. All modern news-gathering aids, including AP, UPI, Radio Press Int'l., air and ground mobile units, etc. Better than average salary and working conditions, permanent position. Send complete information, including starting salary, photo, tape, etc., to BOB WYLIE, P.D., WAKR, Radio-TV Center, Akron 20, Ohio, PO 2-8811.

RADIO

Situations Wanted

DEAR SANTA

I'm writing early because you've been so kind to this DJ and TV Personality. Remembering past gifts: Major Metro top DJ with the big sell to housewives, Radio and TV sports. For 20 years, Santa, I, the wife and 4 kids enjoyed your presents. One more favor, while still in my thirties, a Radio or TV manager to give himself an early gift: ME.

Box 753B, BROADCASTING

TELEVISION

Help Wanted—Announcers

COMM'L ANNCR-SPORTS-NEWSCASTER WANTED SEPT. 1

Major market VHF has opening for a top man. High base, plus guaranteed talent. You may be short on experience, but long on versatility and ability.

Send resume and fof, or recent tape and pic. OR CALL TODAY.

WXEX-TV
Mr. Robert Grossman
Petersburg, Va.
RE 3-7876

MISCELLANEOUS

Specializing in Broadcast Telemetry

Radio Remote Control and
Multiplex Systems
For

STUDIO TRANSMITTER LINKS

John A. Moseley Associates
Box 3192 Woodland 7-1469
Santa Barbara, California

FOR SALE

Equipment

Spotmaster

No. 1

In The Tape Cartridge Field
Instant Cueing
For descriptive material, write
BROADCAST ELECTRONICS, Inc.
8800 Brookville Rd., Silver Spring, Md.
or
contact your VISUAL ELECTRONICS man

EMPLOYMENT SERVICE

STEP UP TO A BETTER JOB THE EASY WAY!!

Many announcers and others have found that it pays to get your job through professional placement.

TOP JOB PLACEMENTS IN THE SOUTHEAST

Free registration — Conf. Service

Professional Placement
458 Peachtree Arcade
JA 5-4841 Atlanta, Ga.

STATIONS — FOR SALE

5,000 WATT *RADIO STATION*

Large Florida Market grossing $250,000 a year. Only $350,000 with 29 per cent down, balance over 5 years. If you are financially qualified and sincerely interested, write:

Box 509B, BROADCASTING

PACIFIC NORTHWEST

Fulltime station grossing over $60,000 and showing good ownership earnings. Absentee owner's other business interests forces quick sale. 13 acres of land and fine building included in price of $79,000 with $22,500 down and the balance over 10 years.

Box 684B, BROADCASTING

Va.	Single	1 kw-D	80M	terms
La.	Single	Regional	53M	terms
W.Va.	Small	Local	40M	10 dn
Calif.	Medium	1 kw-D	70M	29%
Fla.	Medium	Regional	230M	29%
Wyo.	Medium	1 kw-D	125M	29%
Calif.	Metro	Daytimer	175M	terms
Tex.	Metro	1 kw-D	130M	29%
Calif.	Metro	FM	49M	10 yrs.
Fla.	Large	Regional	185M	29%
Fla.	Major	Fulltime	250M	terms
Calif.	Major	250w	475M	terms

And Others

PAUL H.
CHAPMAN COMPANY
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MEDIA BROKERS

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Please Address:
1182 W. Peachtree, Atlanta 9, Ga.

FOR SALE BY OWNER
1 KW DAYTIMER

Single station north Georgia market. $75,000—29% down. Ideal operation for owner-manager.

Box 784B, BROADCASTING

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

To BUY or SELL a Radio or TV station, contact

PATT McDONALD CO.
Box 9266 — Ph. GL. 3-8080
Austin, Texas; or
Jack Koste, 60 E. 42nd. NY 17, NY
MU. 2-4813

STATIONS FOR SALE

ROCKY MOUNTAIN. Full time. Market of 30,000. Average annual gross has been $80,000 for past five years. Asking $80,000 with 29% down.

CALIFORNIA. Daytimer. Market of 50,000. Asking $50,000 with 29% down.

ROCKY MOUNTAIN. Exclusive. Full time. Doing $50,000. Asking $55,000.

SOUTHWEST. Full time. Network $75,000. $20,000 down.

ROCKY MOUNTAIN. Profitable. Full time. $300,000 with 29%.

NORTH WEST CENTRAL. Daytimer. Absentee owned .$100,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

WHAT HAPPENS WHEN A NATION SPENDS MORE ON GAMBLING THAN IT SPENDS FOR HIGHER EDUCATION?

If you can find any Romans around, ask them. They lived pretty high on the hog in their day. That is, until some serious-minded neighbors from up North moved in. The rest is ancient history.

You'd think their fate would have taught us a lesson.

Yet today we Americans spend twenty billion dollars a year for legalized gambling, while we spend a niggardly four-and-a-half billion for higher education. Think of it! Over four times as much! We also spend six-and-a-half billion dollars a year for tobacco, nine billion dollars for alcoholic beverages, and billions more on other non-essentials.

Can't we read the handwriting on the wall?

Our very survival depends on the ability of our colleges and universities to continue to turn out thinking men and women. Yet today many of these fine institutions are hard put to make ends meet. Faculty salaries, generally, are so low that qualified teachers are leaving the campus in alarming numbers for better-paying jobs elsewhere. In the face of this frightening trend, experts estimate that by 1970 college applications will have doubled.

If we are to keep our place among the leading nations of the world, we must do something about this grim situation before it is too late. The tuition usually paid by a college student covers less than half the actual cost of his education. The balance must somehow be made up by the institution. To meet this deficit even the most heavily endowed colleges and universities have to depend upon the generosity of alumni and public spirited citizens. In other words, they depend upon *you.*

For the sake of our country and our children, won't you do your part? Support the college of your choice *today.* Help it to prepare to meet the challenge of tomorrow. The rewards will be greater than you think.

It's important for you to know what the impending college crisis means to you. Write for a free booklet to HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.

ADVERTISING COUNCIL · PUBLIC SERVICE ·

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Sponsored as a public service
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HIGHER EDUCATION
KEEP IT BRIGHT

OUR RESPECTS TO . . .

Harrington, Righter & Parsons

More than 11 years ago, Jack Harrington, "Turk" Righter and Jim Parsons banded together to form their own business, motivated by a single idea: Tv should have a national representation company to sell tv exclusively.

Curiously enough, many broadcasting executives scoffed at the notion of a tv-only representative company. But the partners of Harrington, Righter & Parsons Inc. stubbornly advanced such a concept and communicated their conviction in a full-page advertisement in the trade press headed: "Does Television Deserve *Stepchild* Representation?"

The soundness of their judgment is evident today. In February 1949 when the company was established, the staff consisted of the three partners and some secretarial help at New York headquarters. Today HR&P employs more than 70 people at offices in New York, Chicago, Boston, Detroit, Los Angeles, San Francisco and Atlanta.

Outsiders ▪ With benefit of hindsight, their thinking does not sound startling today. But in 1949, when radio was still riding the crest of popularity, Messrs. Harrington, Righter and Parsons were regarded as "mavericks." They insisted then that HR&P should serve solely as a tv representative, and its station list should be select. The partners have not deviated from this philosophy. They were not chagrined, even at the outset, when there were about 50 tv stations on the air and approximately 900,000 sets in homes throughout the country.

Messrs. Harrington, Righter & Parsons are "equal partners" in HR&R. They were salesmen together at Edward Petry & Co. and their affinity toward the idea of a tv-only representative company prompted them to form their own organization. They point out that they are "partners in all things and each of us has an equal voice." Two can outvote one on major decisions.

Jack Harrington, listed as president for corporate purposes, claims: "We have no arguments here—only vibrant discussions."

The partners are dissimilar in appearance and personality but have established optimum business rapport. Jack Harrington, 49, is medium-sized and chubby, cheerily outspoken, with a merry sense of humor. "Turk" Righter, 57, is a man-of-distinction type—tall, well-preserved, dignified and polished. Jim Parsons, 42, is handsome, trim and youthful-looking, and radiates aggressiveness and energy.

Office Boy to Exec ▪ John Edward Harrington Jr. was born in Brooklyn and was graduated from Brooklyn Prep in 1927. He joined the Erickson Co. (now McCann-Erickson) as an office boy and a few years later was named an assistant account executive, then an account executive. In 1941 he left the agency to join Petry as a salesman and remained there until HR&P was organized.

In 1939 Mr. Harrington married the former Dorothy Harrison of Brooklyn. They have four children—John E. III 20; Ann 17; Meg 15; and Martha 14. The family makes its home in Garden City, L.I. Mr. Harrington belongs to the Radio & Television Executives Society. He is a weekend golfer with a 16 handicap.

Volney Foster Righter, called "Turk" by his friends, was born in Bryn Mawr, Pa., on May 2, 1903. He attended St. Paul's School in Concord, N.H., and was graduated from Harvard College in 1926 and the Harvard Graduate School of Business Administration in 1928. From 1928-39, Mr. Righter worked in turn at Erwin Wasey Co. (now Erwin Wasey, Ruthrauff & Ryan) and Young & Rubicam in media, research and account activities. In 1939 he joined Petry's sales staff.

Mr. Righter has been married since 1931 to the former Sarah Williams of Bedford Hills, N.Y., where the family still makes its home. His older son, James V., 25, was graduated from Harvard College last June. Another son, Robert McCormick, 21, is a student at the U. of Colorado. Mr. Righter has a golf handicap of 17.

Radio Background ▪ James Otis Parsons Jr. was born in New York City on May 27, 1918. He was graduated from the Kent School and from Yale where he received a B.A. degree in English in 1940. He worked as a reporter for the *Watertown* (N.Y.) *Times* and as a salesman for WWNY Watertown before joining the U.S. Army in 1941. He served briefly in the Army, was hospitalized for several months and received a medical discharge in 1942. Mr. Parsons worked in the radio department of McCann-Erickson, New York, for a year and another year with C.E. Hooper Inc. in New York as assistant manager of station reports. In 1944 he joined Petry and was the account executive assigned to tv when he left in 1949.

He married the former Elizabeth Patricia O'Brien of Albany in 1957. They have a daughter, Laurie Brown, 11 months old, and Mr. Parsons has a son, William 14, by a previous marriage. The Harrington family also lives in Bedford Hills. Mr. Parsons played golf at Yale and, unlike his partners, today has a metropolitan handicap of 4.

Persuader ▪ HR&P takes credit for bringing into or returning to tv such advertisers as Rambler, Lark, Philip Morris, American Sugar Corp. and certain brands of Vick Chemical Co. The partners point out that selling these companies on spot tv involved "complete industry stories" incorporated into presentations.

Another point of pride is the low staff turnover at HR&P. The trio claims there is less movement from its staff by sales and creative personnel than at any other representative company. One indication of employment stability is that nine long-term staffers, in addition to the partners, are stockholders in HR&P.

They agree they try to keep all their staffers happy by delegating authority and listening to their opinions. The trio then makes the final decision. Though two can outvote one, they've discovered through the years that they generally come to a unanimous decision.

MR. HARRINGTON MR. RIGHTER MR. PARSONS

They made a home for a bright stepchild

EDITORIALS

The good new days

AMONG veteran broadcasters the celebration of its 40th anniversary by WWJ Detroit last week undoubtedly evoked yearnings for the good old days.

In the present atmosphere the good old days are apt to be remembered as better than they really were. It is only natural to think nostalgically of a time when competition was defined as three or four stations in a major market, when there wasn't any television, when payola was a nonsense word, when *Amos 'n' Andy* riveted an entire population to its superheterodynes and when the government meant what it said when it vowed to keep out of program control.

We suggest, however, that the 40th anniversary of commercial radio is more reason to look ahead than behind. The growth of radio continues. Listening habits change and so do listeners' tastes, but change is no more than a challenge to resourceful broadcasters.

Radio isn't what it used to be, but neither is America what it was in 1920. At the end of another 40 years radio will no doubt be different from radio today, but there will be radio and it will be a vigorous force. Isn't 40 the birthday at which life begins?

False alarms

ANOTHER significant event in radio history is about to take place. The last of the daytime serials are about to disappear.

This event has so far received scant attention. Yet it was not long ago that the serials were the prime target of the same sort of criticism that now is being aimed at some forms of television programming.

The serials were accused of pandering to low-brow tastes, of corrupting housewives with escapism instead of lifting their cultural standards to winged heights.

Well, the serials are almost gone. The last time we looked, there were still a lot of housewives around, and they were more active in intellectual, cultural and civic affairs than ever. When the westerns disappear from television, we'll bet their scars will be no deeper than those the radio soap operas left.

Prognosis of Echo I

ECHO I, which heralds the imminent arrival of global communications, including international television, inevitably will trigger a new propaganda war.

This lamentable prospect is not difficult to discern. The Soviet Union now spends more than $100,000,000 a year—exceeding the entire budget for our international information program—to jam the Voice of America radio transmissions. Imagine the ends to which it would go to jam tv transmissions via space satellites.

Scientists say that world-wide tv transmission through use of reflecting satellites is about two years away. Technical feasibility of this project was proved by Echo I.

Immeasurable good could accrue through peaceful application of space communications satellites. Africa, now seething with internal unrest, presents a striking example of what might be accomplished. The dark continent has dozens of dialects and languages. Voice transmissions, on a continental scale, are all but futile. But the universal language of pictures, via television, could permeate the remotest areas with meaningful information which all peoples could understand. Community receivers in the hands of tribal leaders could perform miracles in imparting knowledge.

The imminence of space communications was recognized at the International Telecommunications Conferences in Geneva last fall. The United States wanted bands allocated internationally through ITU to make them free from harmful interference. The Russians, however, objected, on the ground that such allocations were premature, and not enough was known about propagation characteristics. The upshot was that no allocations were made, but it was agreed that a special international conference on space allocations should be held in 1963.

The Geneva conferences did not discuss Soviet jamming of Voice of America broadcasts, or those of other democratic nations, despite their violation of international understanding. The Russians insisted that these matters were "political" and had no place at a technical conference.

Now that the United States has shown the way, Russia certainly will press forward in satellite communications. The move now will be toward active satellites containing the transmitting and receiving gear necessary to enable people everywhere to view the same live program simultaneously.

It would all be so simple if only the technical problems were to be coped with. Any successful method of radio transmission can be successfully jammed. The Soviet has proved and practiced this as an international scofflaw since the end of World War II. Satellites can be jammed if the frequencies they use are known. And satellites, we presume, can be shot down too.

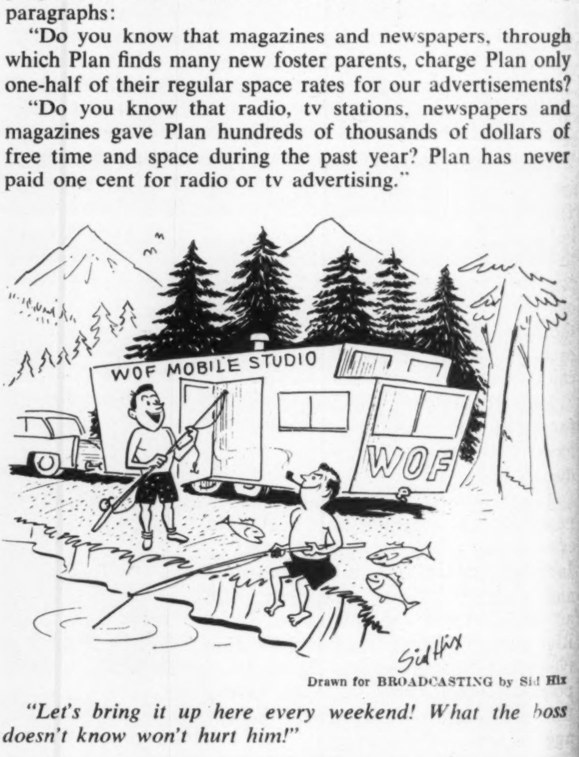
Special rates for charity

A GOOD MANY newspapers and magazines try occasionally to create the impression that the press alone is motivated by noble purposes and that broadcasting is dedicated to the pursuit of money.

We have come into possession of some information that provides a somewhat more objective comparison of the motives of the media. It is contained in a pamphlet put out by the Foster Parents' Plan which for 20-odd years has been sending money and supplies to needy children in foreign countries. The pamphlet explains the history, operation and purpose of the Plan, and in it are these two illuminating paragraphs:

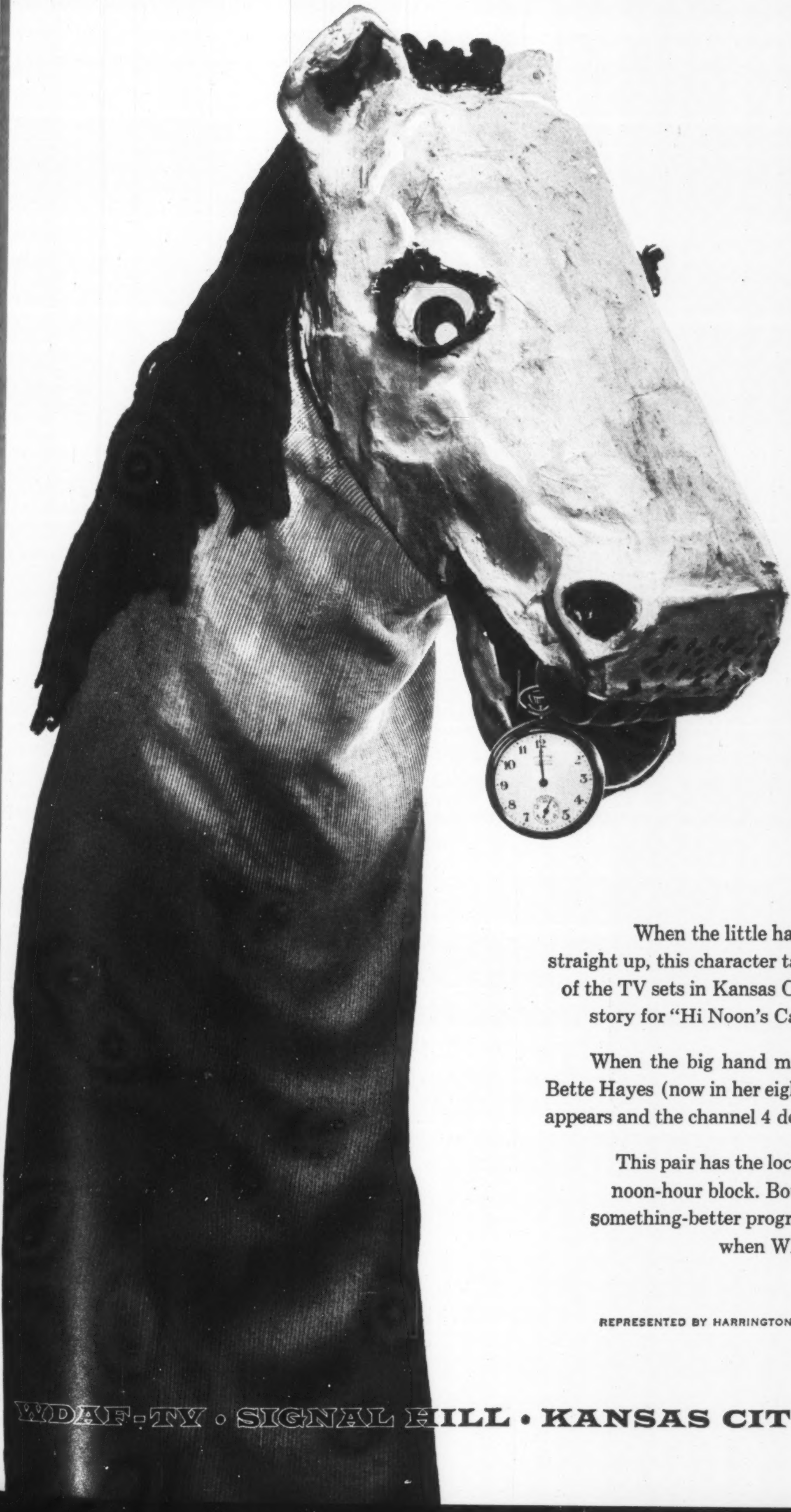
"Do you know that magazines and newspapers, through which Plan finds many new foster parents, charge Plan only one-half of their regular space rates for our advertisements?

"Do you know that radio, tv stations, newspapers and magazines gave Plan hundreds of thousands of dollars of free time and space during the past year? Plan has never paid one cent for radio or tv advertising."



Drawn for BROADCASTING by Sid Hix

"Let's bring it up here every weekend! What the boss doesn't know won't hurt him!"



IT'S HI-NOON IN KANSAS CITY!

When the little hand and big hand are straight up, this character takes over some 54% of the TV sets in Kansas City. That's been the story for "Hi Noon's Cartoons" for 4 years.

When the big hand moves straight down, Bette Hayes (now in her eighth successful year) appears and the channel 4 dominance continues.

This pair has the locks on Kansas City's noon-hour block. Both are typical of the something-better programming viewers get when WDAF-TV goes local.

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WDAF-TV • SIGNAL HILL • KANSAS CITY, MISSOURI